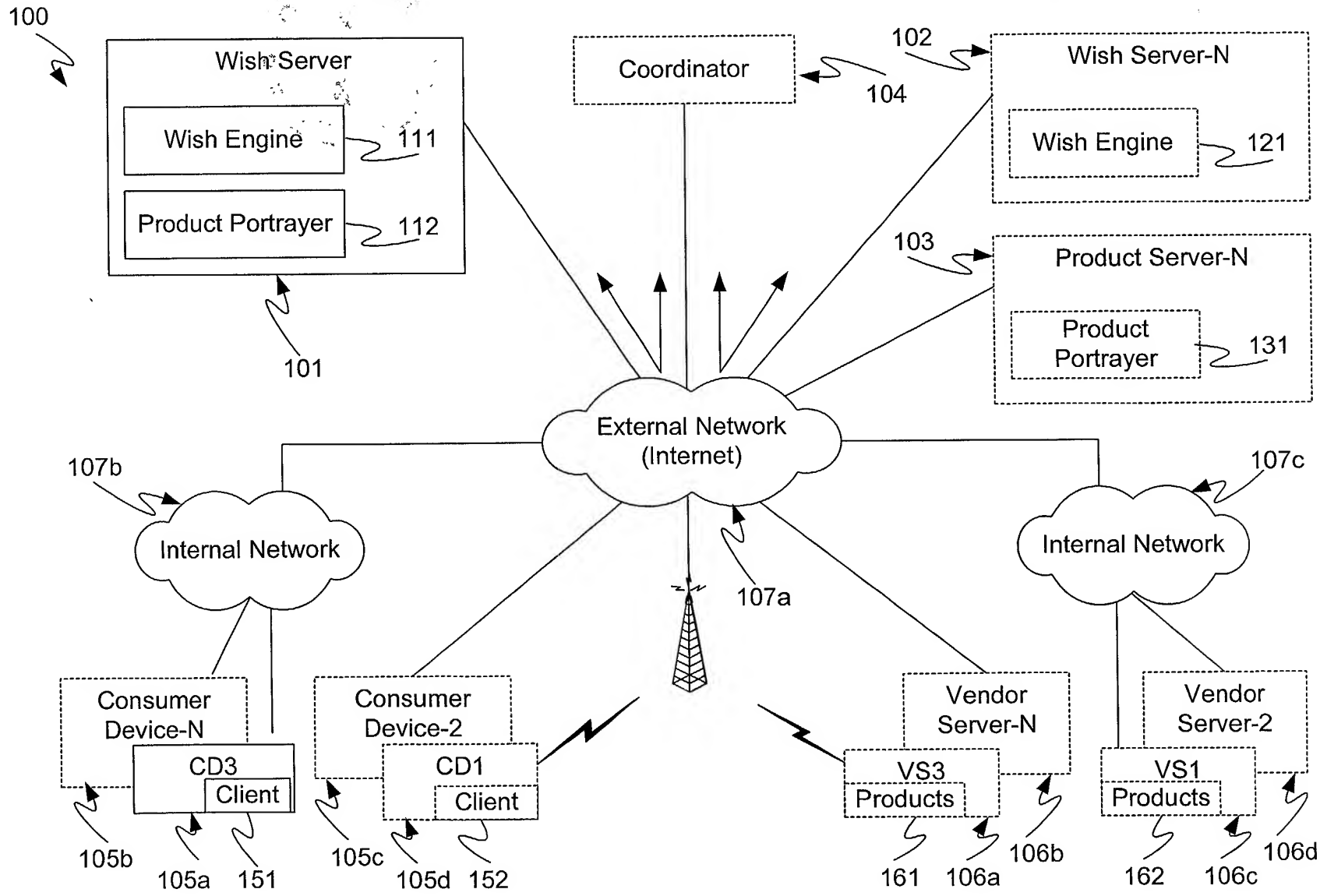

100
Wish Server
Wish Engine
111
Product Portrayer
112
101
Coordinator
102
104
Wish Server-N
Wish Engine
121
103
Product Server-N
Product Portrayer
131
External Network (Internet)
107b
Internal Network
107c
Internal Network
107a
Consumer Device-N
CD3
Client
105b
105a
151
Consumer Device-2
CD1
Client
105c
105d
152
Vendor Server-N
VS3
Products
161
106a
106b
Vendor Server-2
VS1
Products
162
106c
106d

FIG. 1

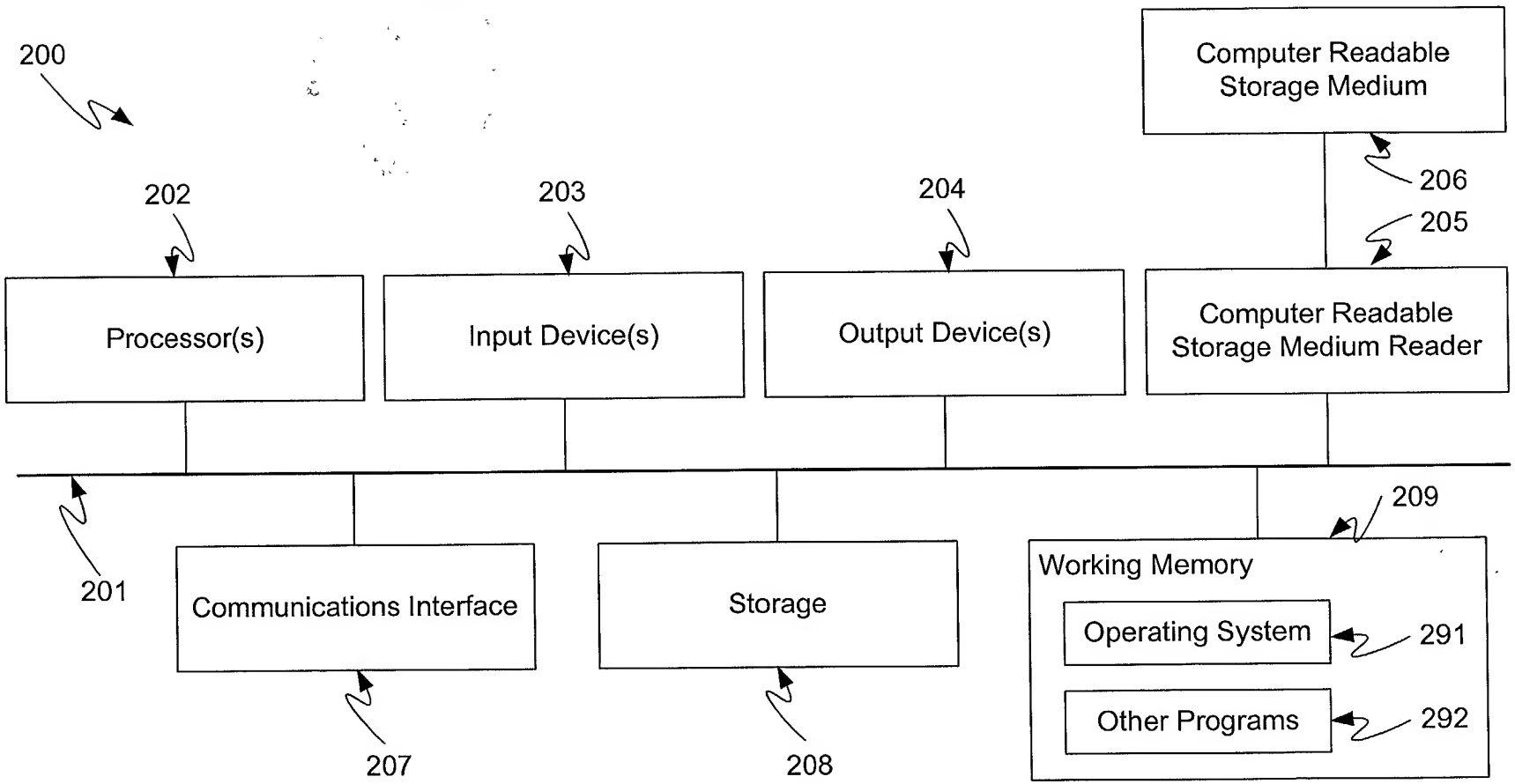

200
Computer Readable Storage Medium
206
205
202
203
204
Processor(s)
Input Device(s)
Output Device(s)
Computer Readable Storage Medium Reader
201
209
Communications Interface
Storage
Working Memory
Operating System
291
Other Programs
292
207
208

FIG. 2

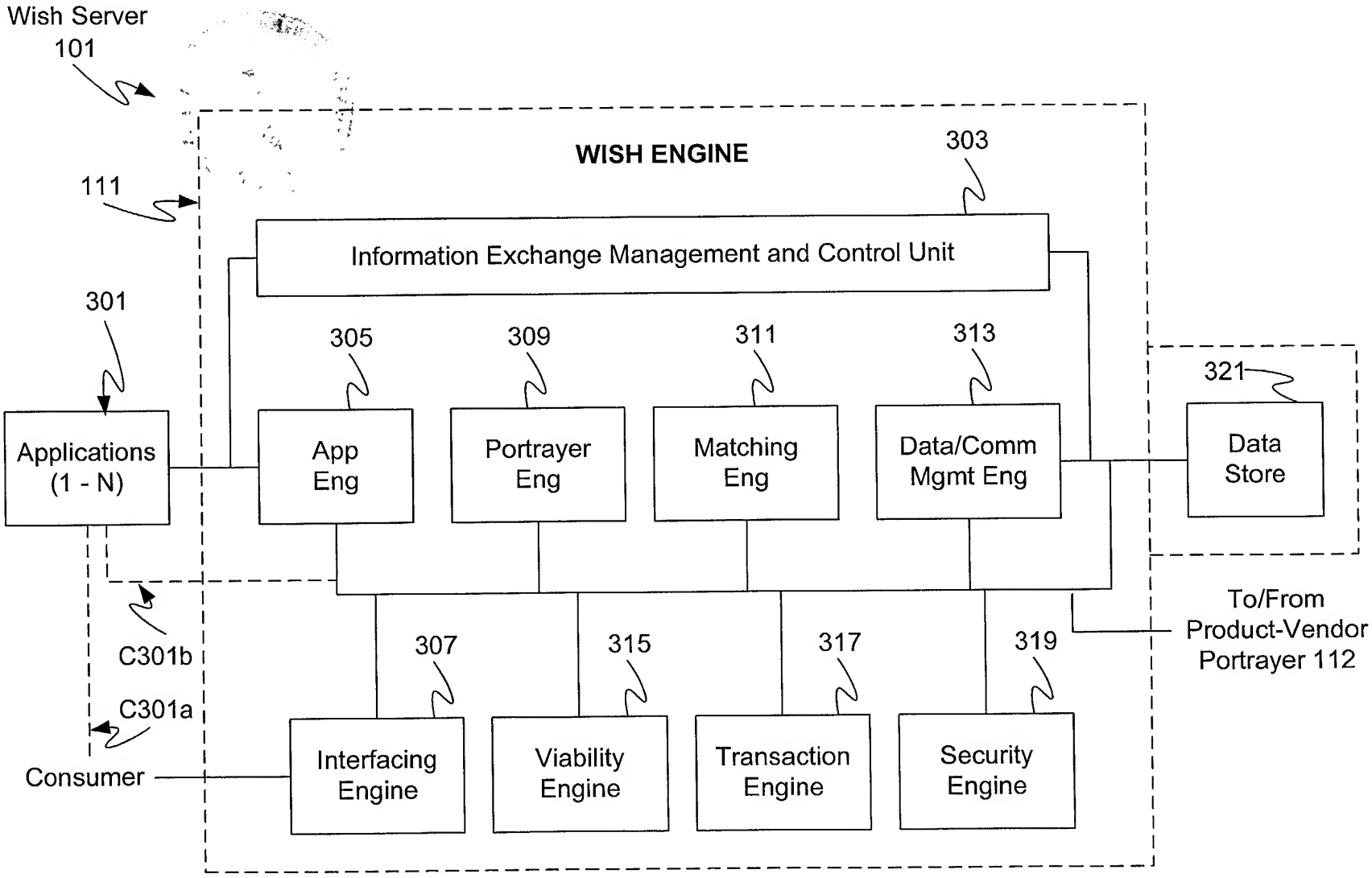

Wish Server
101
111
WISH ENGINE
303
Information Exchange Management and Control Unit
301
305
309
311
313
321
Applications
(1 - N)
App
Eng
Portrayer
Eng
Matching
Eng
Data/Comm
Mgmt Eng
Data
Store
To/From
Product-Vendor
Portrayer 112
C301b
C301a
Consumer
307
315
317
319
Interfacing
Engine
Viability
Engine
Transaction
Engine
Security
Engine

FIG. 3

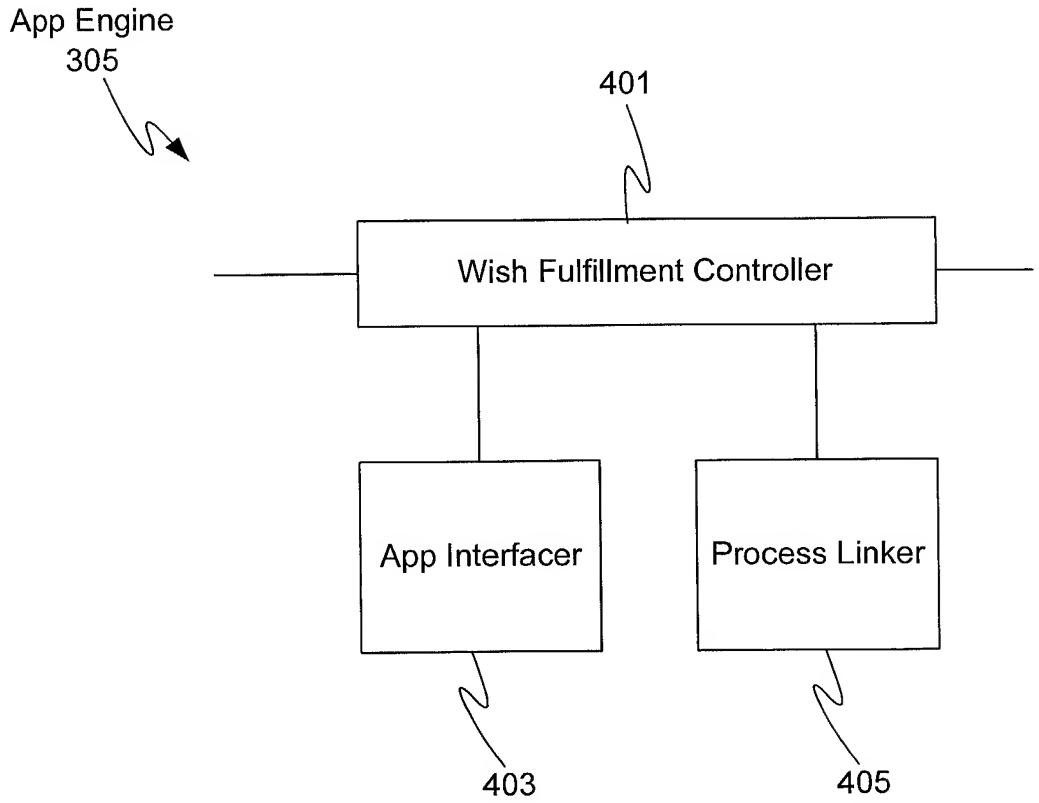

App Engine
305
401
Wish Fulfillment Controller
App Interfacer
Process Linker
403
405

FIG. 4

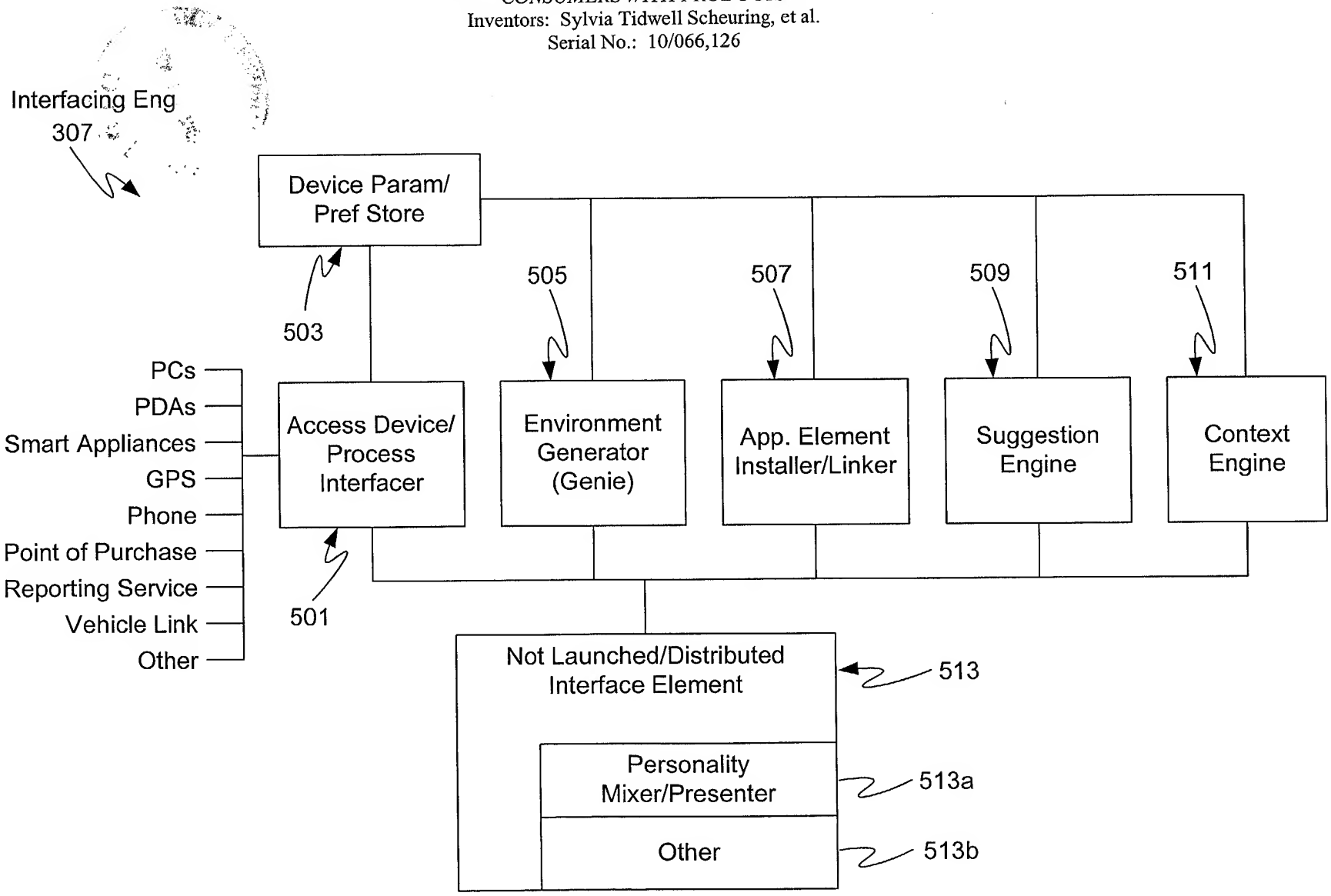

Interfacing Eng
307
Device Param/
Pref Store
503
505
507
509
511
PCs
PDAs
Smart Appliances
GPS
Phone
Point of Purchase
Reporting Service
Vehicle Link
Other
Access Device/
Process
Interfacer
501
Environment
Generator
(Genie)
App. Element
Installer/Linker
Suggestion
Engine
Context
Engine
Not Launched/Distributed
Interface Element
513
Personality
Mixer/Presenter
513a
Other
513b

FIG. 5

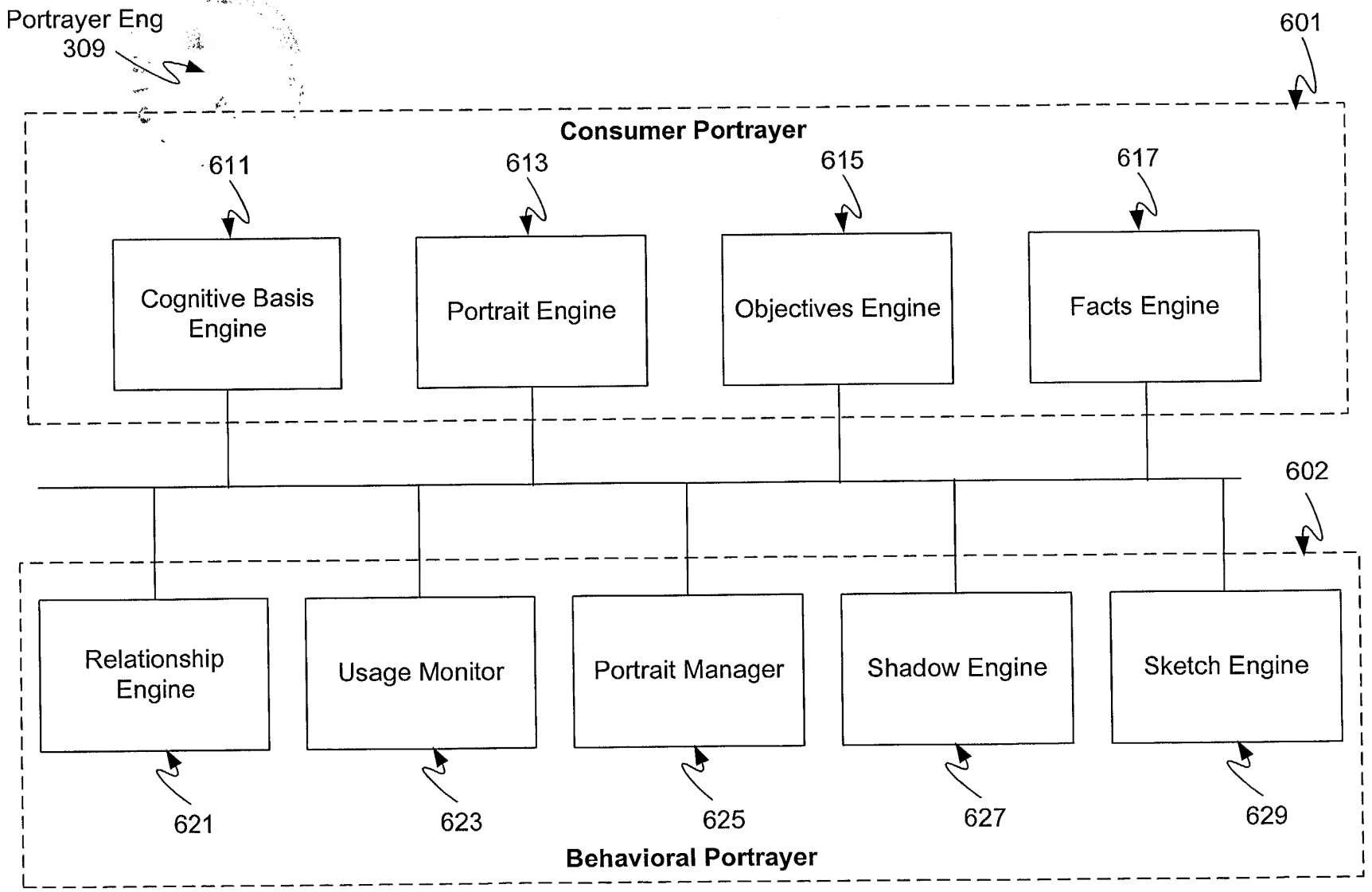

Portrayer Eng
309
601
Consumer Portrayer
611
613
615
617
Cognitive Basis Engine
Portrait Engine
Objectives Engine
Facts Engine
602
Relationship Engine
Usage Monitor
Portrait Manager
Shadow Engine
Sketch Engine
621
623
625
627
629
Behavioral Portrayer

FIG. 6

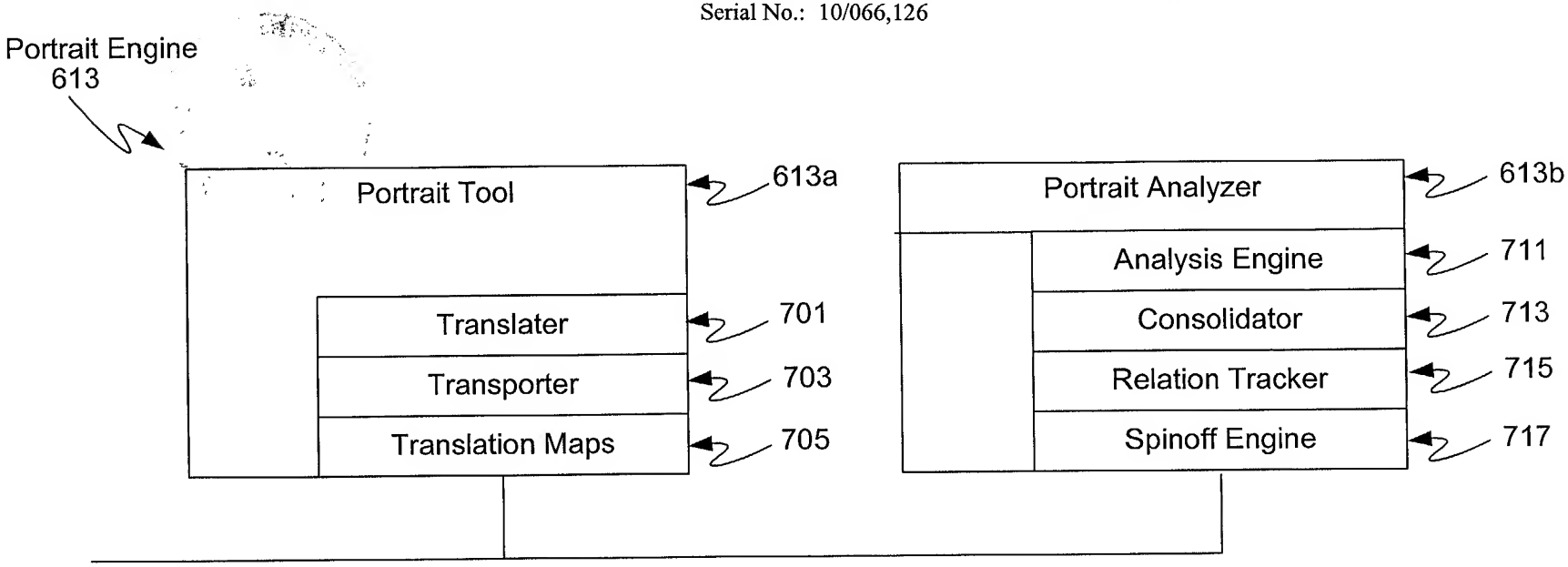

Portrait Engine
613
Portrait Tool
613a
Translater
701
Transporter
703
Translation Maps
705
Portrait Analyzer
613b
Analysis Engine
711
Consolidator
713
Relation Tracker
715
Spinoff Engine
717

FIG. 7A

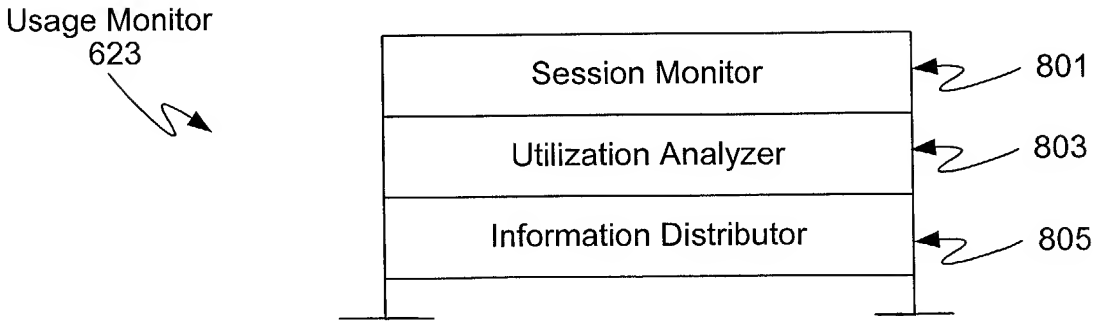
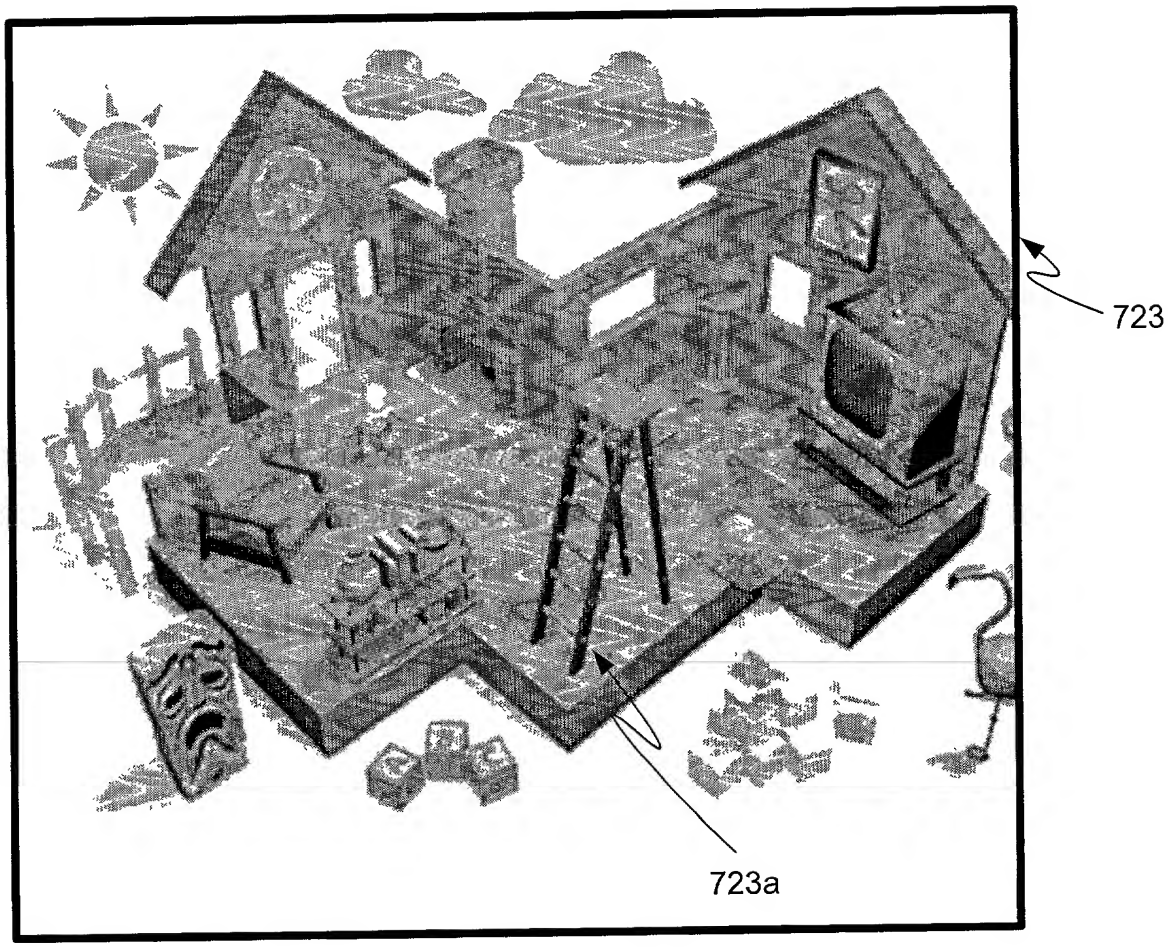

Usage Monitor
623
Session Monitor
801
Utilization Analyzer
803
Information Distributor
805

FIG. 8


723
723a

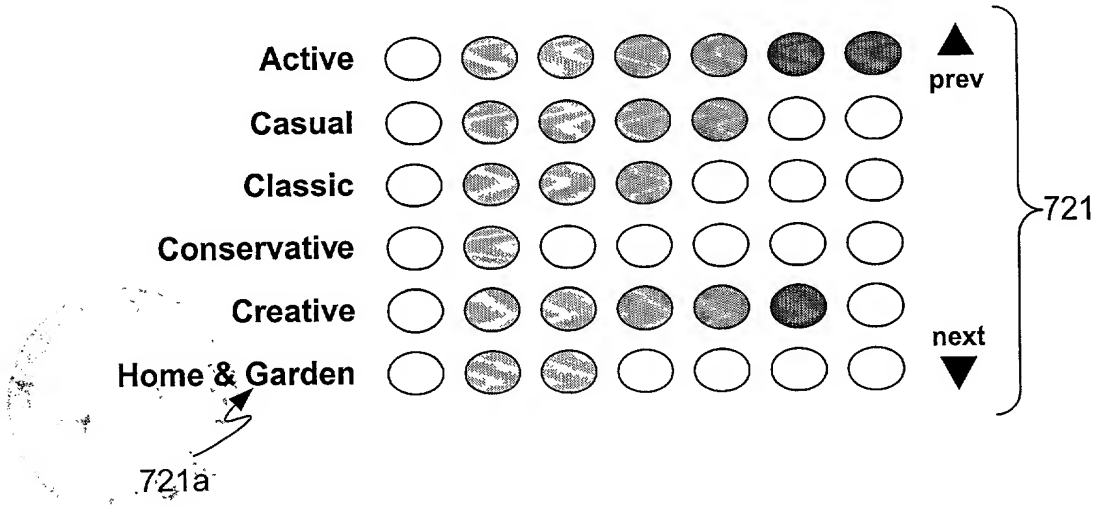

Active
Casual
Classic
Conservative
Creative
Home & Garden
prev
next
721
721a

FIG. 7B

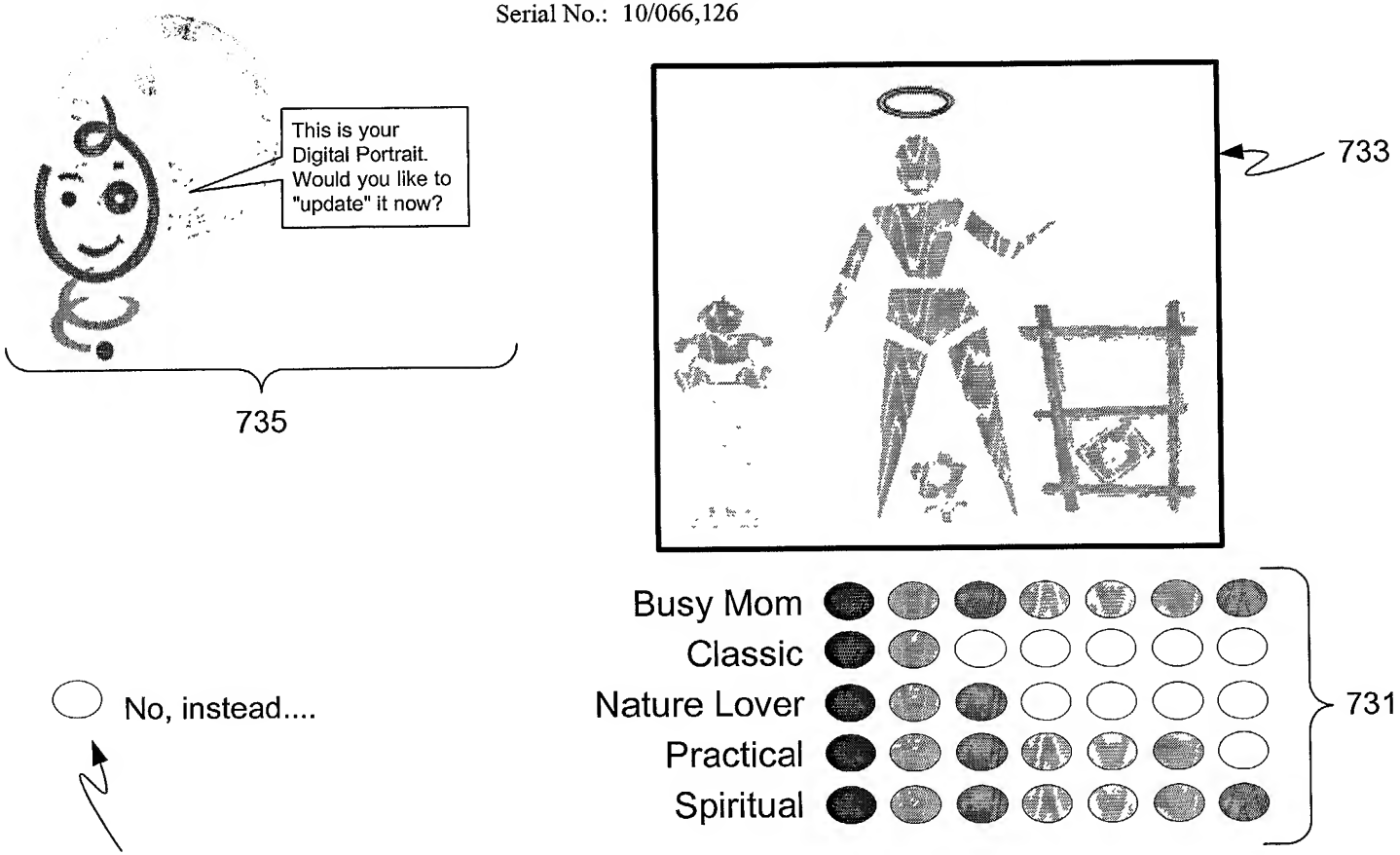

This is your Digital Portrait. Would you like to "update" it now?
735
733
Busy Mom
Classic
Nature Lover
Practical
Spiritual
731
No, instead....
737

FIG. 7C

pmixerguide.txt
Here is a guide to the exemplary art for the personality mixers that follow in Figs. 7f-7m

U.S. ADULT MIXER

(18 years and older)

Active = Ping pong paddle
Casual = Slippers
Classic = Pedestal
Conservative = Bow tie
Creative = Painting
Home & Garden = Hammer
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Parent = Baby
Passionate = Smile
Practical = First aid kit
Rebel = Sunglasses
Spiritual = Halo
Stylish = Checkered pants
Techie = Computer
Trendy = Spiky hair
Upscale = Diamond
Way Too Busy = Flying money

U.S. TEEN MIXER

(14-17 years)

Active = Ping pong paddle
Casual = Slippers
Creative = Painting
Extravagant = Flying money
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Practical = First aid kit
Rebel = Sunglasses
Social = Telephone
Techie = Computer
Trendy = Spiky hair

U.S. OLDER CHILDREN MIXER

(9-13 years)

Active = Skateboard
Loves To Learn = Books
Social = Telephone
Rebel = Sunglasses
Creative = Painting
Techie = Computer
Trendy = Spiky hair

U.S. YOUNG CHILDREN MIXER

(5-8 years)
Active = Skateboard
Loves To Learn = Books
Social = Telephone
Strong-willed = Football helmet
Imaginative = Finger painting

FIG. 7D

pmixerguide.txt

Princess = Wand
Techie = Computer
Trendy = Sunglasses (note how trendy is no longer spiky hair - this was to be able to use the helmet)

******

JAPANESE ADULT FEMALE MIXER

Unlike the US female, the Japanese female mannequin is wearing a skirt by default.

Busy Mom = Baby
Always Busy = Clock with Wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Purse
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on skirt

JAPANESE ADULT MALE MIXER

Always Busy = Clock with Wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Golf bag
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on pants
Company man = Briefcase

EBC0004.0050

FIG. 7E

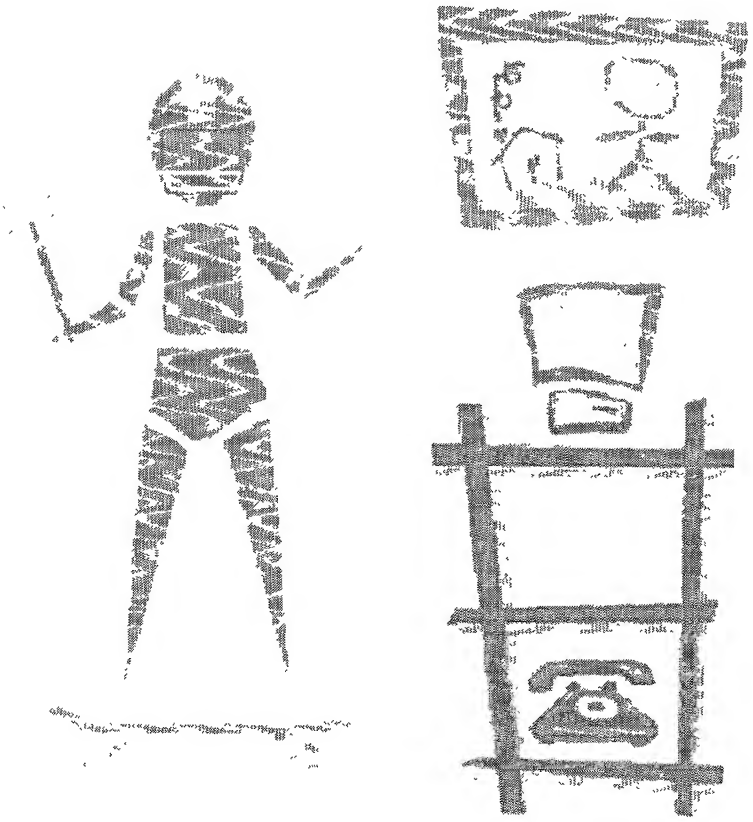


FIG. 7F

10066126 - 052403

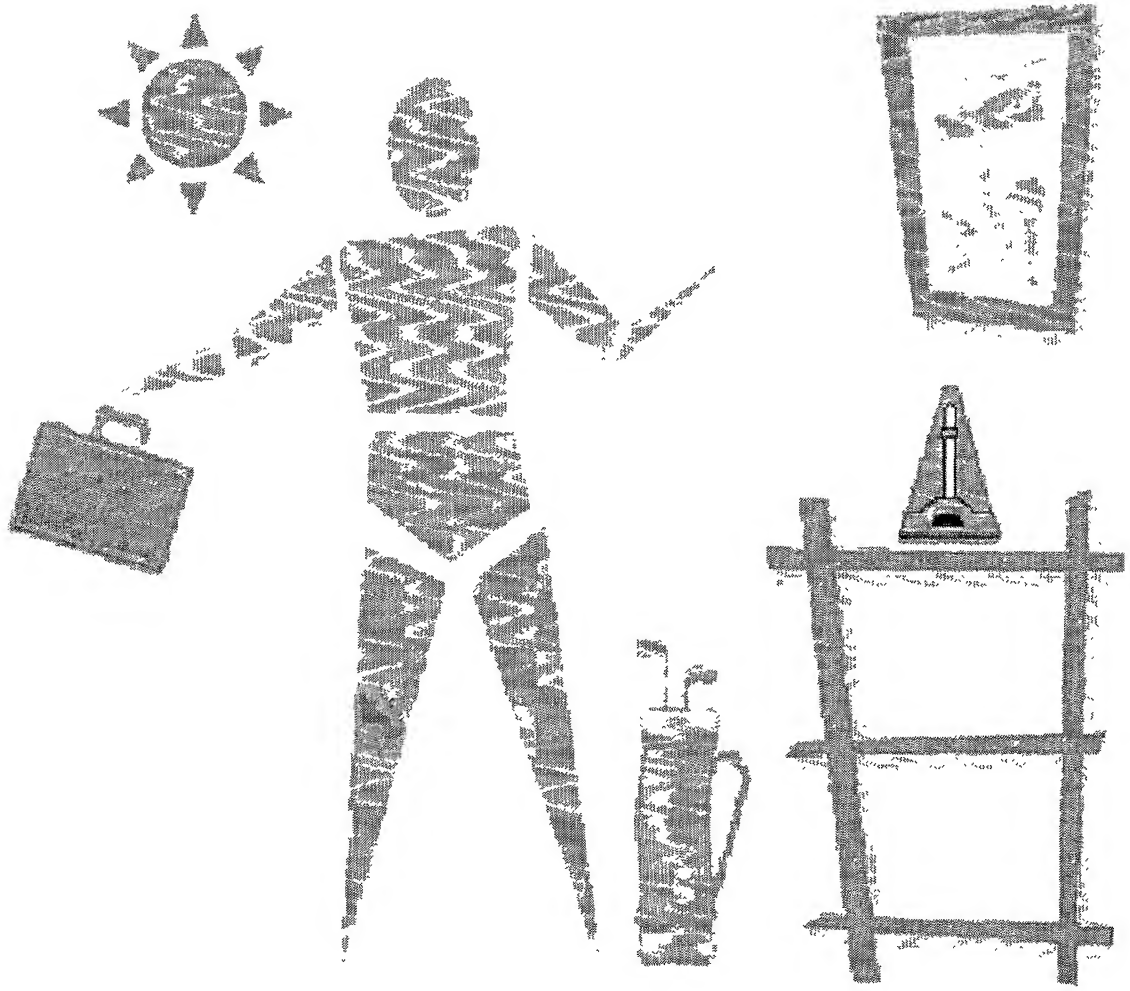


FIG. 7G

10066426 - 020402

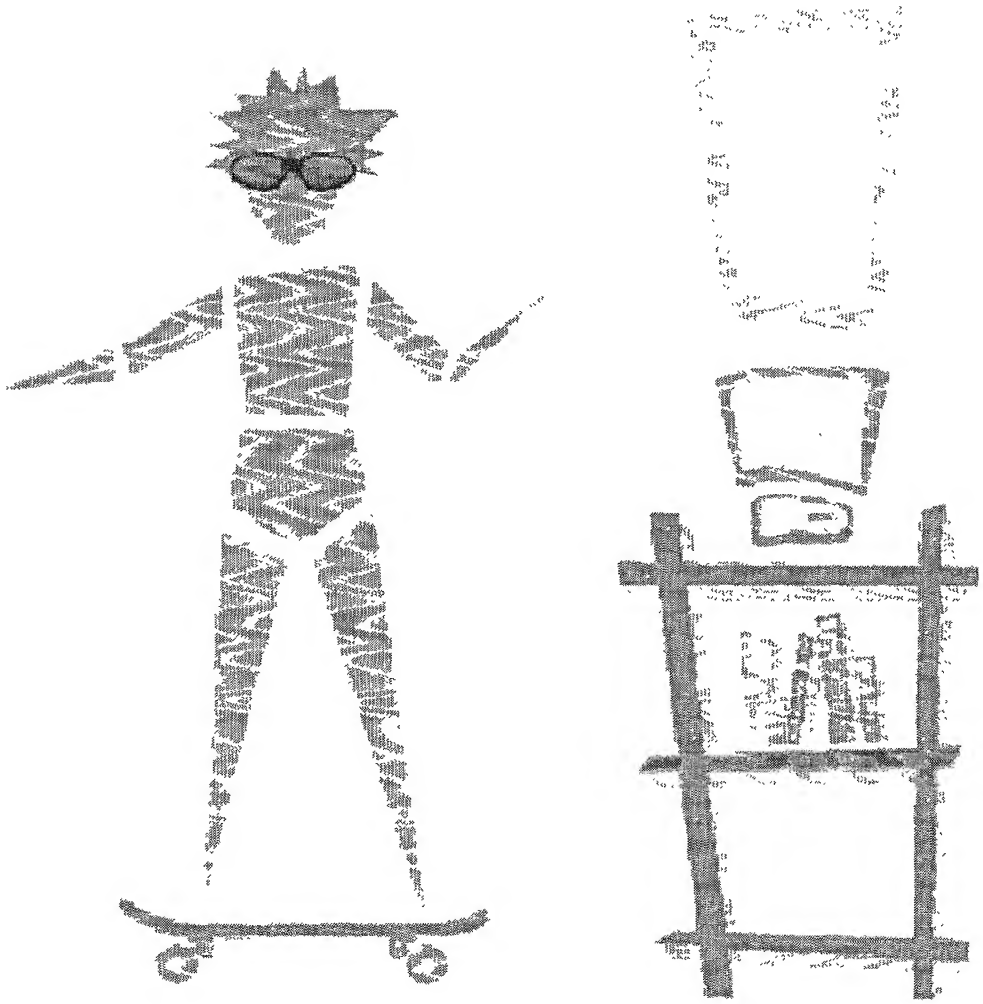


FIG. 7H

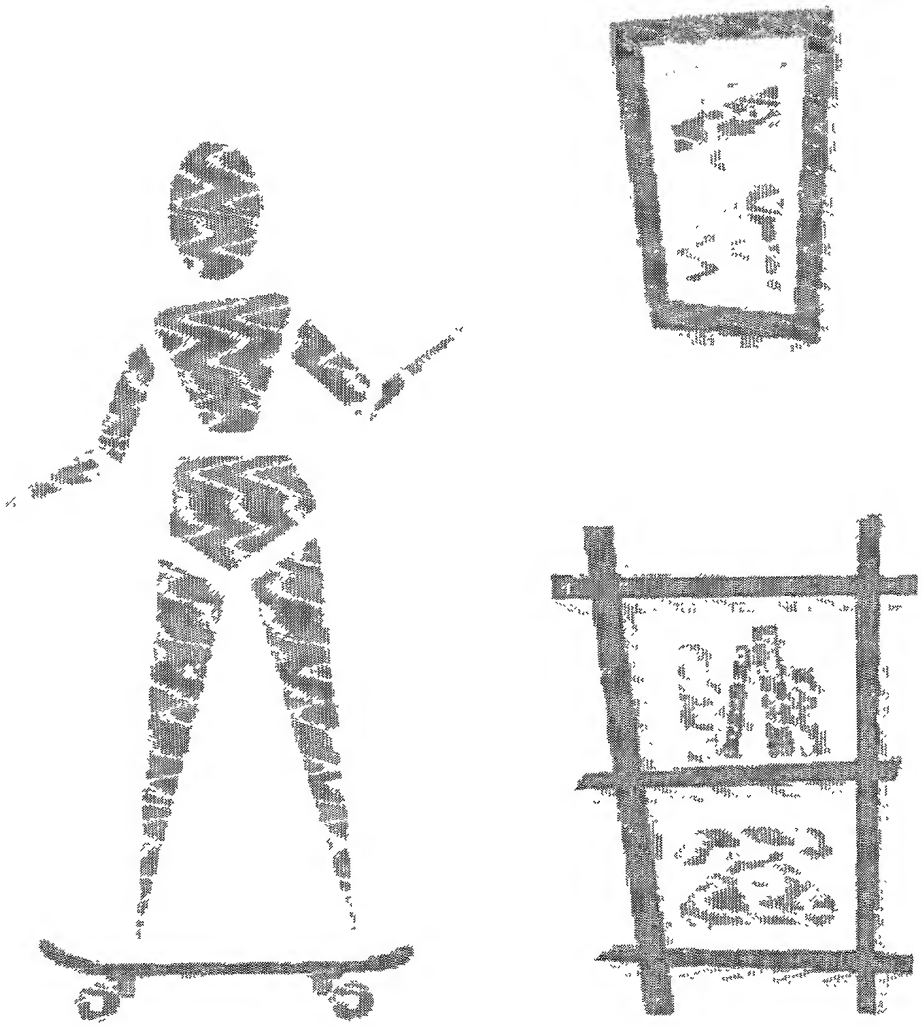


FIG. 7I

10066126 - 062404

FIG. 7J

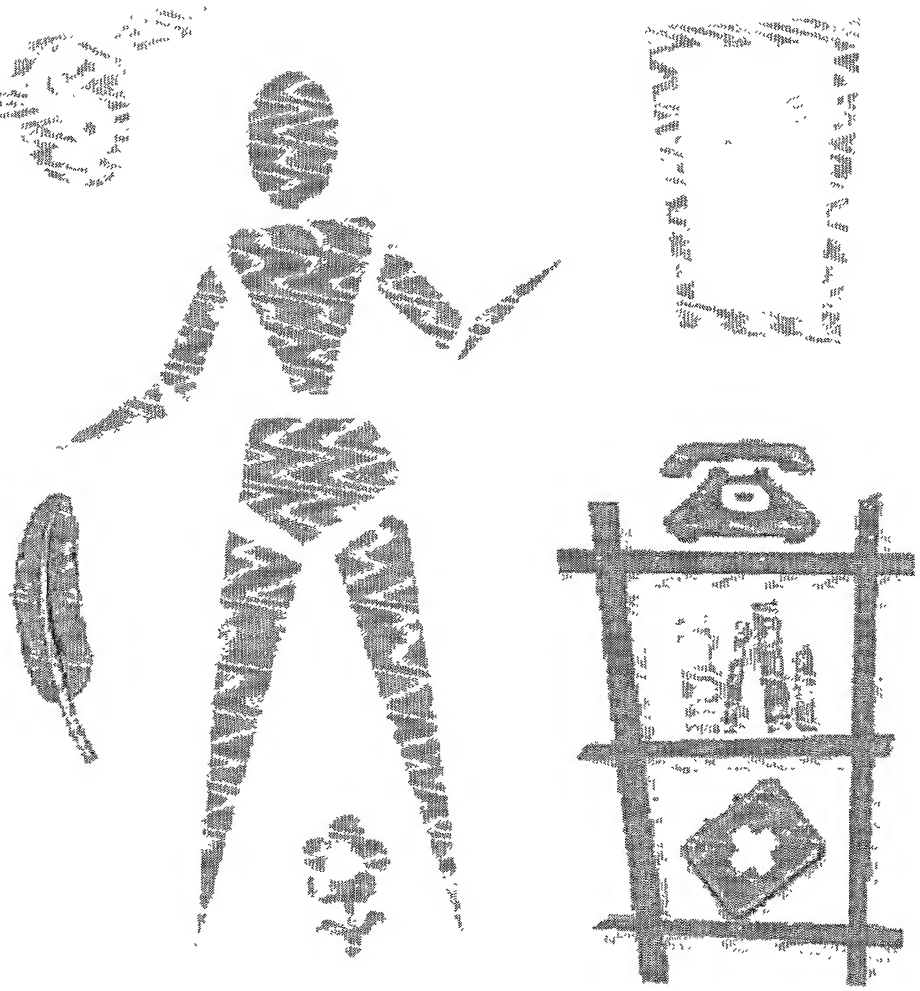


FIG. 7K

10066126 - 050402

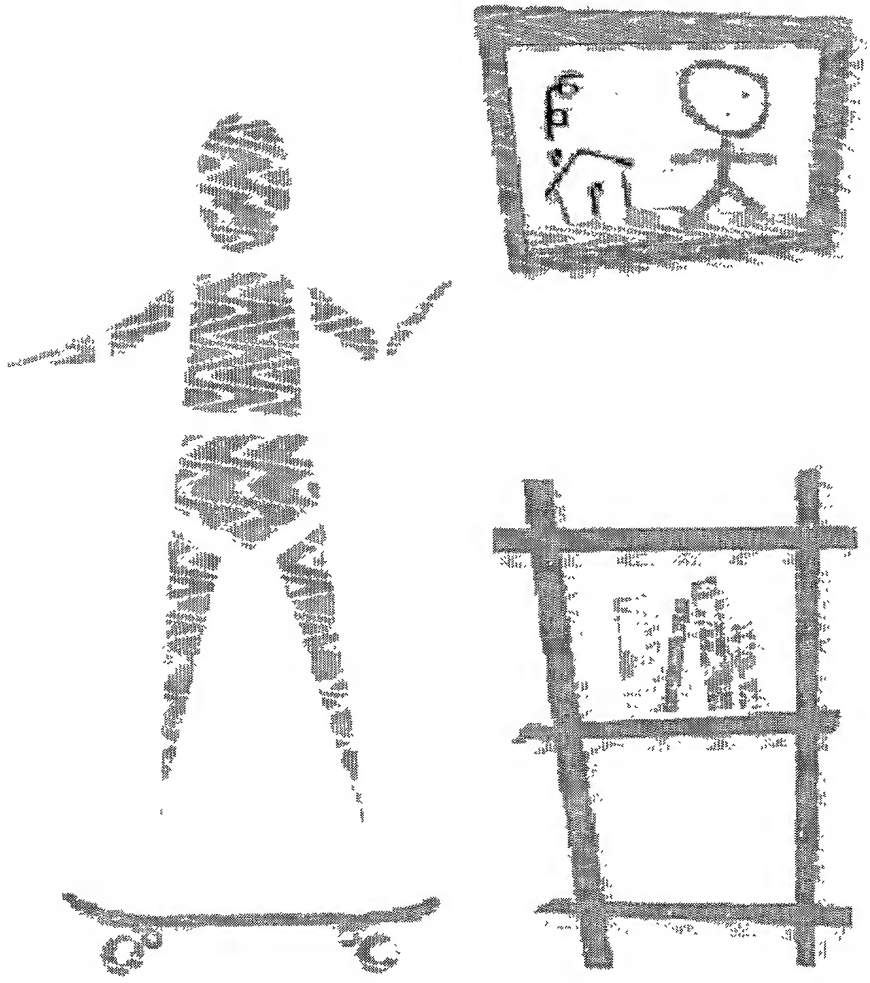


FIG. 7L

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FIG. 7M

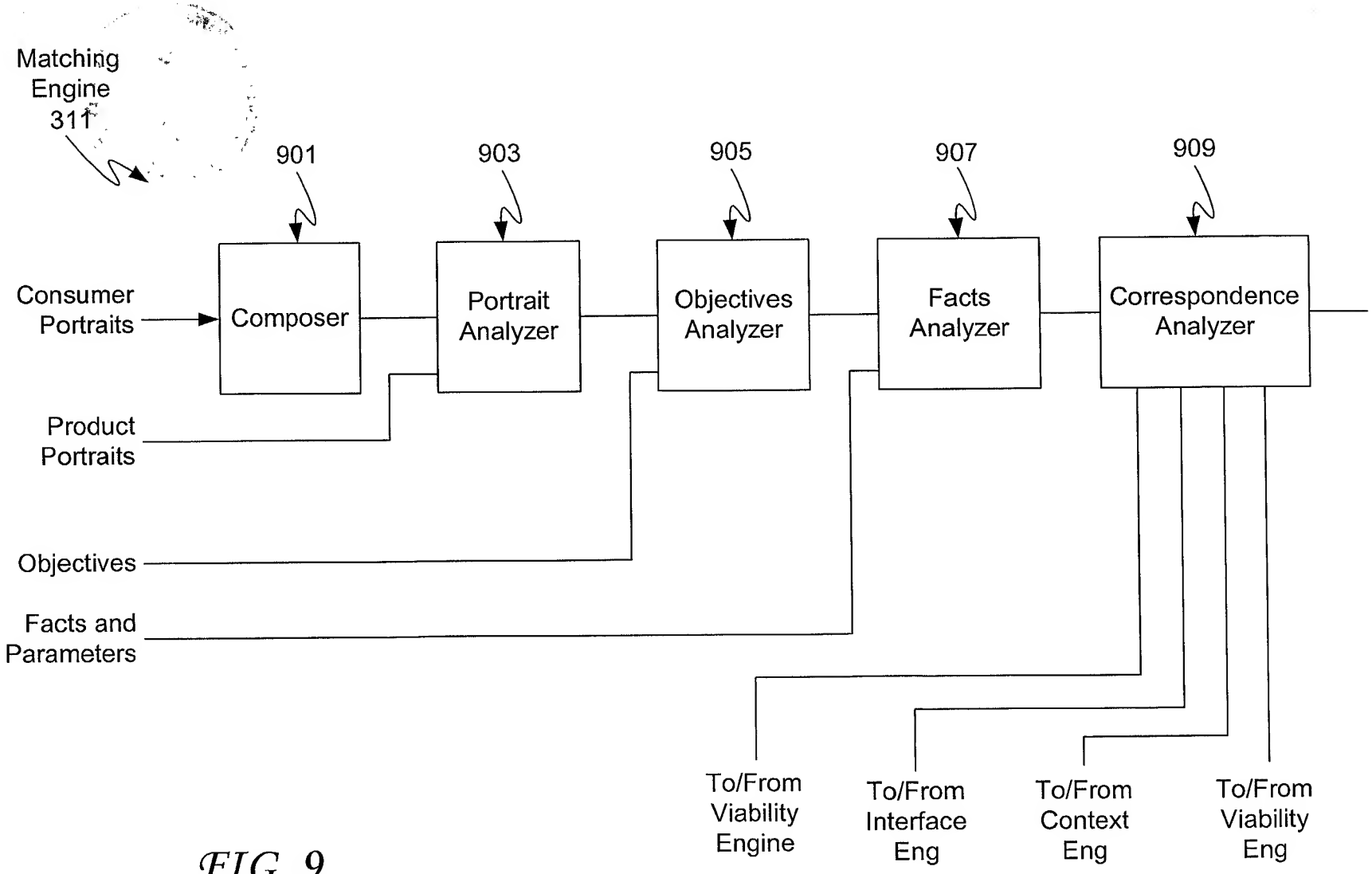
Matching Engine 311
901
903
905
907
909
Consumer Portraits
Composer
Portrait Analyzer
Objectives Analyzer
Facts Analyzer
Correspondence Analyzer
Product Portraits
Objectives
Facts and Parameters
To/From Viability Engine
To/From Interface Eng
To/From Context Eng
To/From Viability Eng

FIG. 9

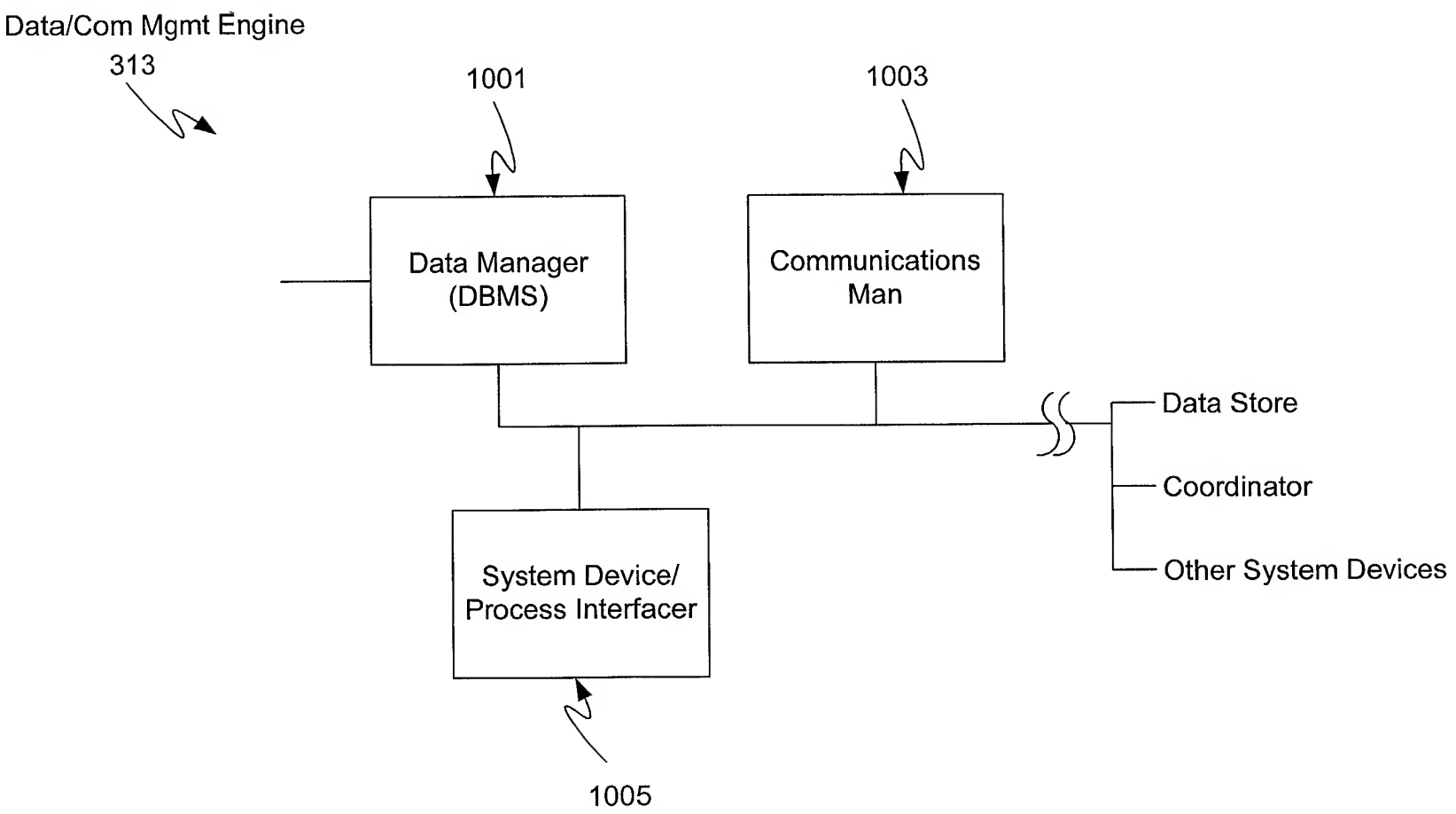
Data/Com Mgmt Engine
313
1001
1003
Data Manager
(DBMS)
Communications
Man
Data Store
Coordinator
Other System Devices
System Device/
Process Interfacer
1005

FIG. 10

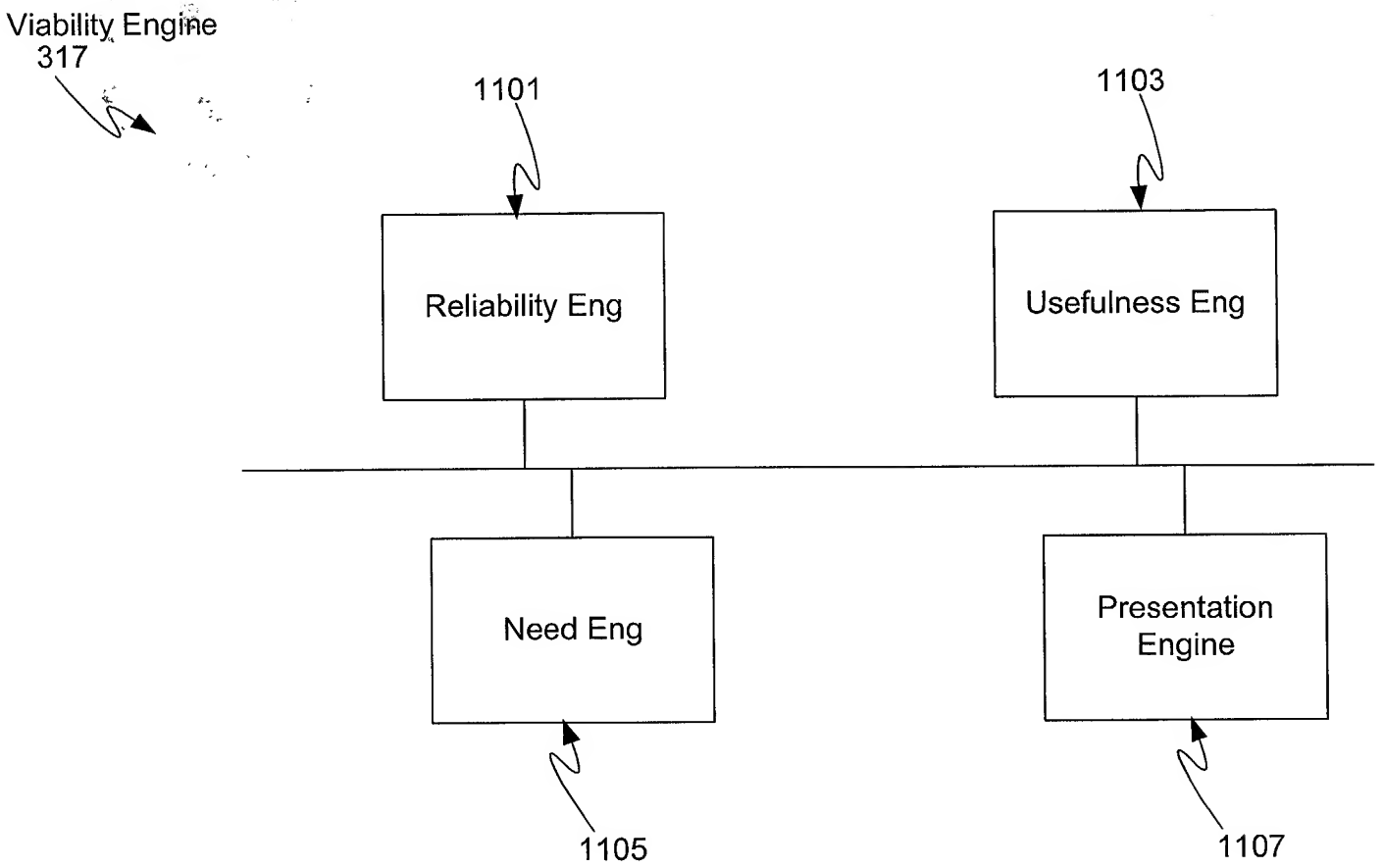
Viability Engine
317
1101
1103
Reliability Eng
Usefulness Eng
Need Eng
Presentation
Engine
1105
1107

FIG. 11

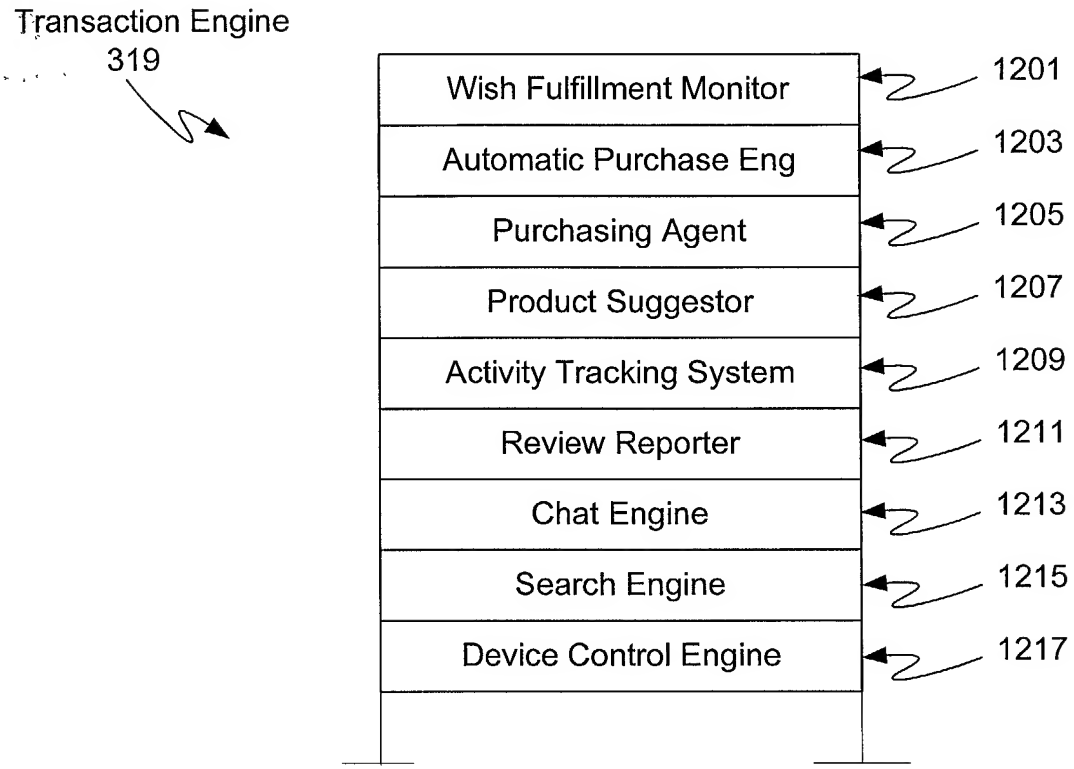
Transaction Engine
319
Wish Fulfillment Monitor
1201
Automatic Purchase Eng
1203
Purchasing Agent
1205
Product Suggestor
1207
Activity Tracking System
1209
Review Reporter
1211
Chat Engine
1213
Search Engine
1215
Device Control Engine
1217

FIG. 12

Security Eng
321

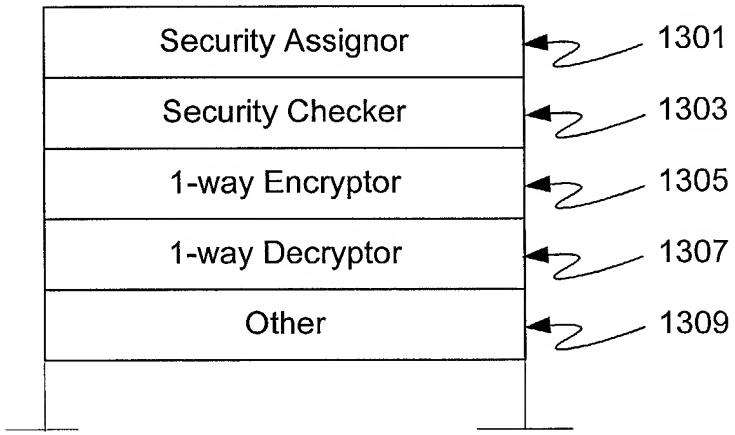
Security Assignor
1301
Security Checker
1303
1-way Encryptor
1305
1-way Decryptor
1307
Other
1309

FIG. 13A

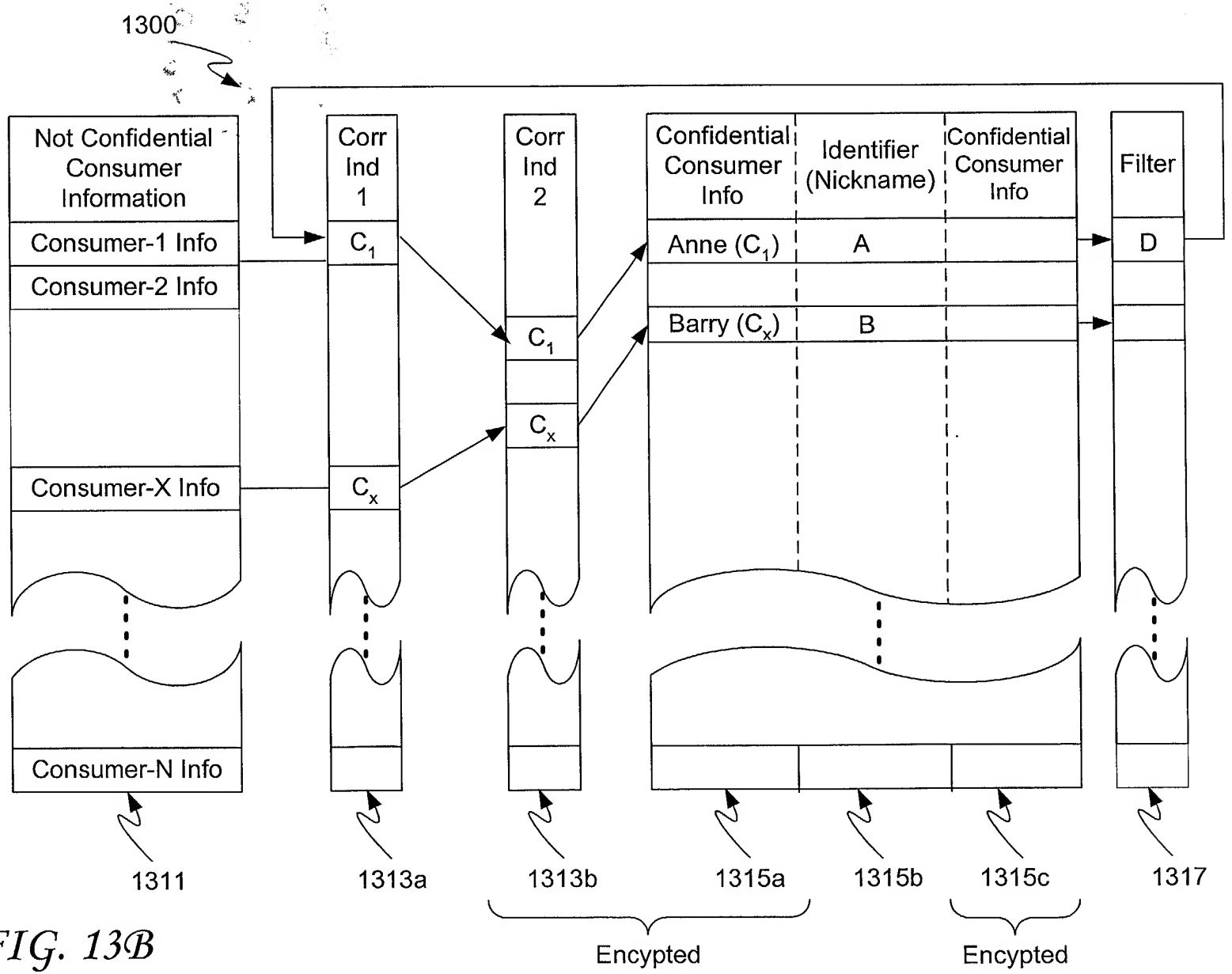
1300
Not Confidential Consumer Information
Consumer-1 Info
Consumer-2 Info
Consumer-X Info
Consumer-N Info
Corr Ind 1
C_1
C_x
Corr Ind 2
C_1
C_x
Confidential Consumer Info
Anne (C_1)
Barry (C_x)
Identifier (Nickname)
A
B
Confidential Consumer Info
Filter
D
1311
1313a
1313b
1315a
1315b
1315c
1317
Encypted
Encypted

FIG. 13B

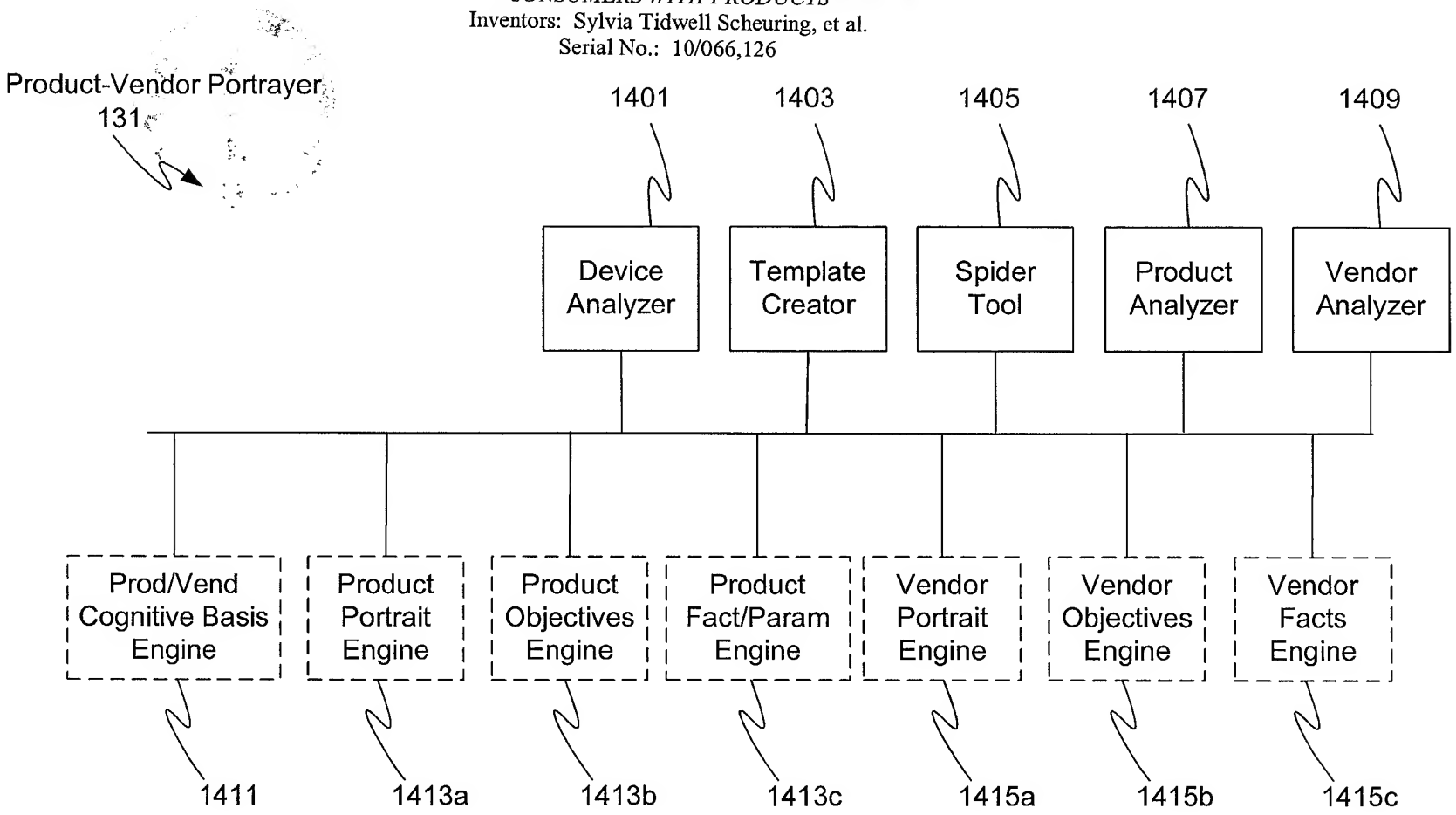
Product-Vendor Portrayer
131
1401
1403
1405
1407
1409
Device Analyzer
Template Creator
Spider Tool
Product Analyzer
Vendor Analyzer
Prod/Vend Cognitive Basis Engine
Product Portrait Engine
Product Objectives Engine
Product Fact/Param Engine
Vendor Portrait Engine
Vendor Objectives Engine
Vendor Facts Engine
1411
1413a
1413b
1413c
1415a
1415b
1415c

FIG. 14A

Consumer Portrait
1521

Profile		
Cognitive Aspects ↓	Weights ↓	Offsets ↓

Intents		Long Term Interests		Product Categories	
Intents ↓	Weighted Cognitive Aspects (Personality Aspects) ↓	LTI's ↓	Weighted Cognitive Aspects (Personality Aspects) ↓	PC's ↓	Weighted Cognitive Aspects (Personality Aspects) ↓
1-N	1-N	1-M	1-M	1-X	1-X

FIG. 14B

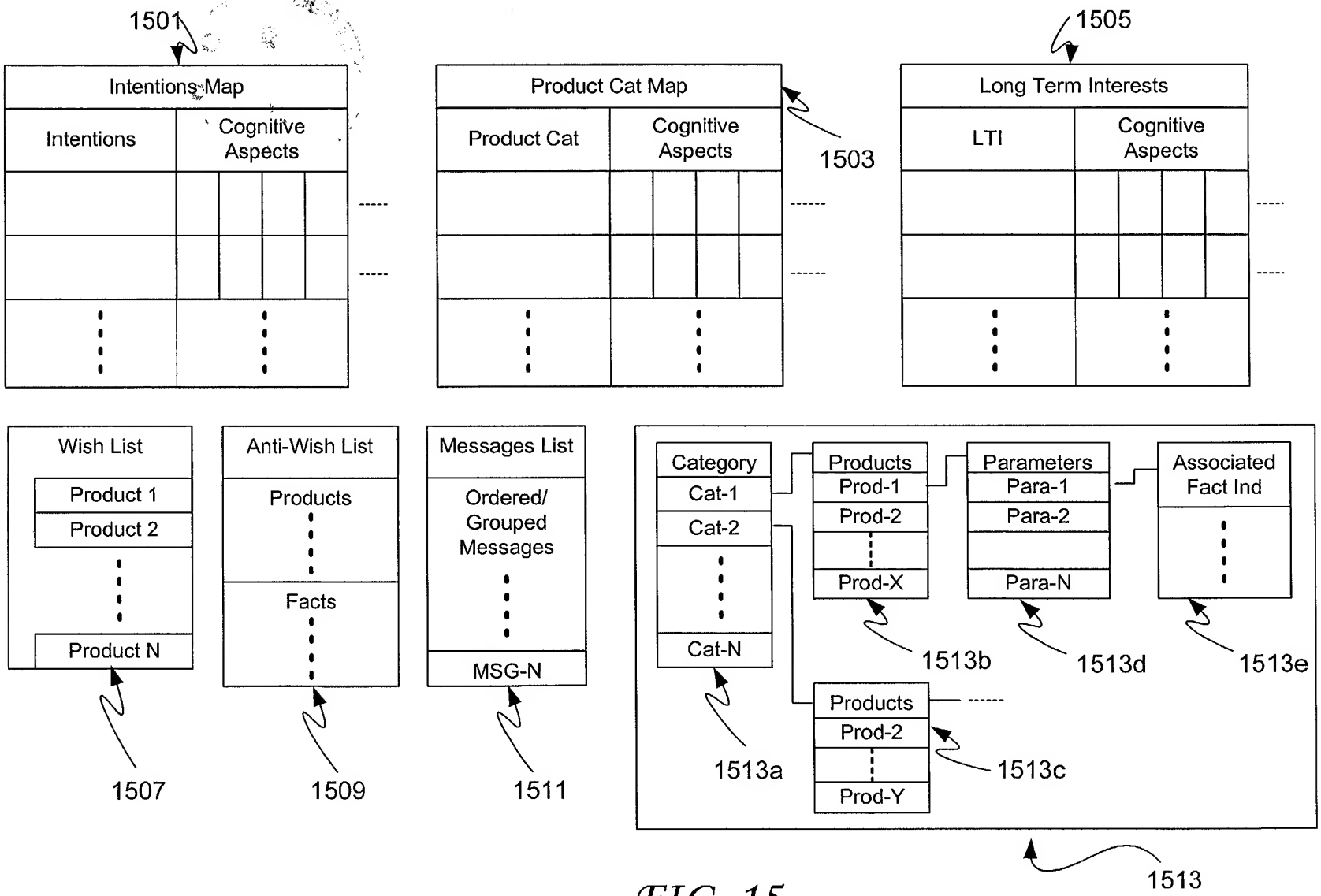

FIG. 15

Data Structural Elements (Maps, Lists, etc.)

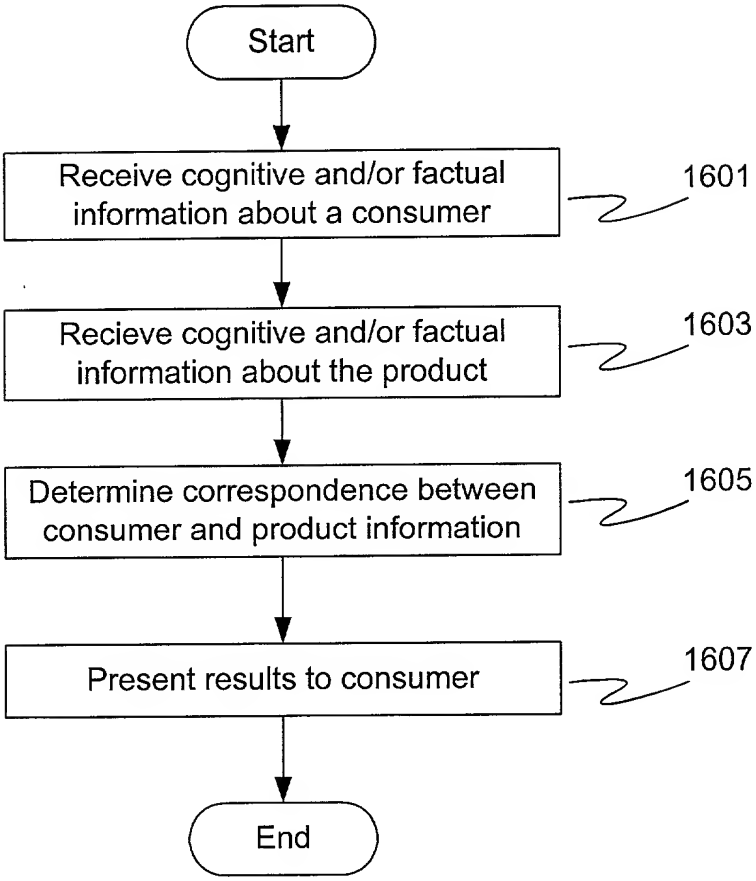
Start
Receive cognitive and/or factual information about a consumer
1601
Recieve cognitive and/or factual information about the product
1603
Determine correspondence between consumer and product information
1605
Present results to consumer
1607
End

FIG. 16

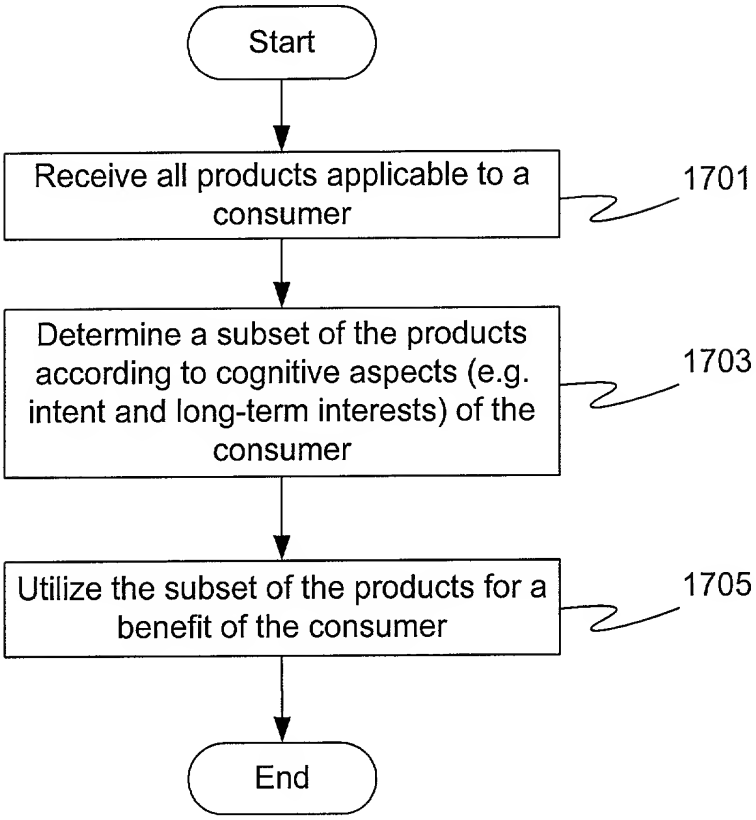
Start
Receive all products applicable to a consumer
1701
Determine a subset of the products according to cognitive aspects (e.g. intent and long-term interests) of the consumer
1703
Utilize the subset of the products for a benefit of the consumer
1705
End

FIG. 17

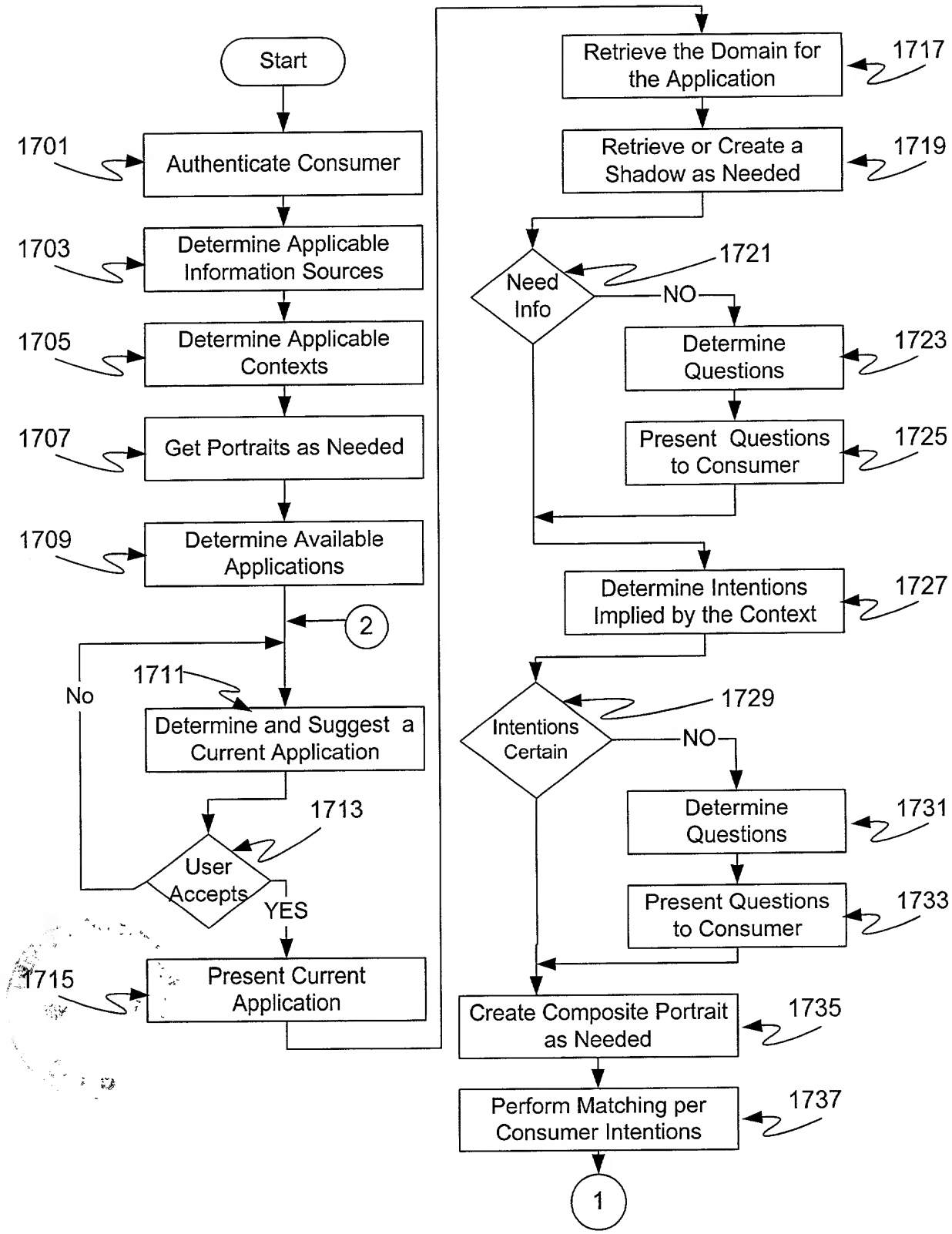
Start
1701
Authenticate Consumer
1703
Determine Applicable Information Sources
1705
Determine Applicable Contexts
1707
Get Portraits as Needed
1709
Determine Available Applications
2
No
1711
Determine and Suggest a Current Application
1713
User Accepts
YES
1715
Present Current Application
Retrieve the Domain for the Application
1717
Retrieve or Create a Shadow as Needed
1719
1721
Need Info
NO
Determine Questions
1723
Present Questions to Consumer
1725
Determine Intentions Implied by the Context
1727
1729
Intentions Certain
NO
Determine Questions
1731
Present Questions to Consumer
1733
Create Composite Portrait as Needed
1735
Perform Matching per Consumer Intentions
1737
1

FIG. 17A

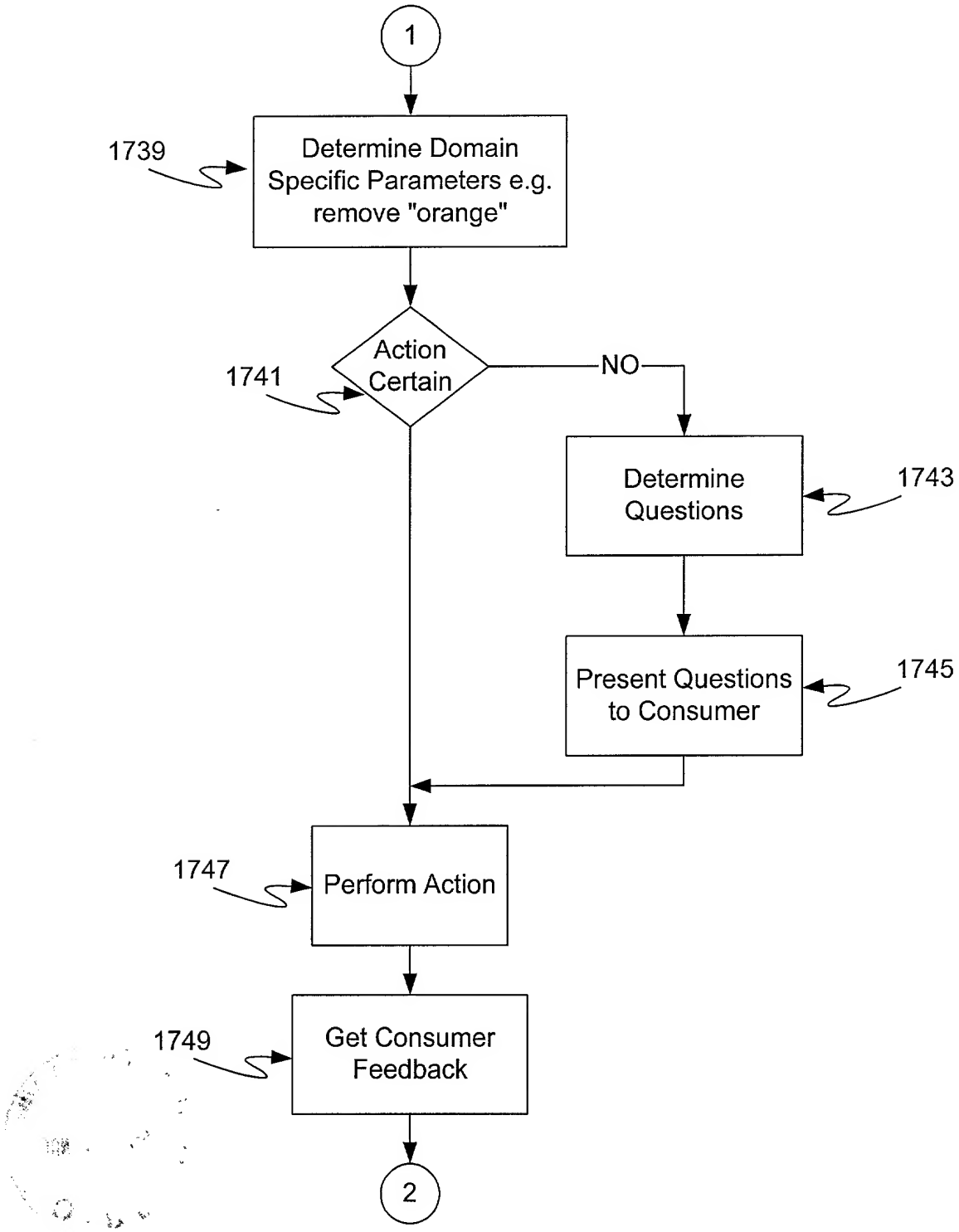
1
1739
Determine Domain Specific Parameters e.g. remove "orange"
Action Certain
1741
NO
Determine Questions
1743
Present Questions to Consumer
1745
1747
Perform Action
1749
Get Consumer Feedback
2

FIG. 17B

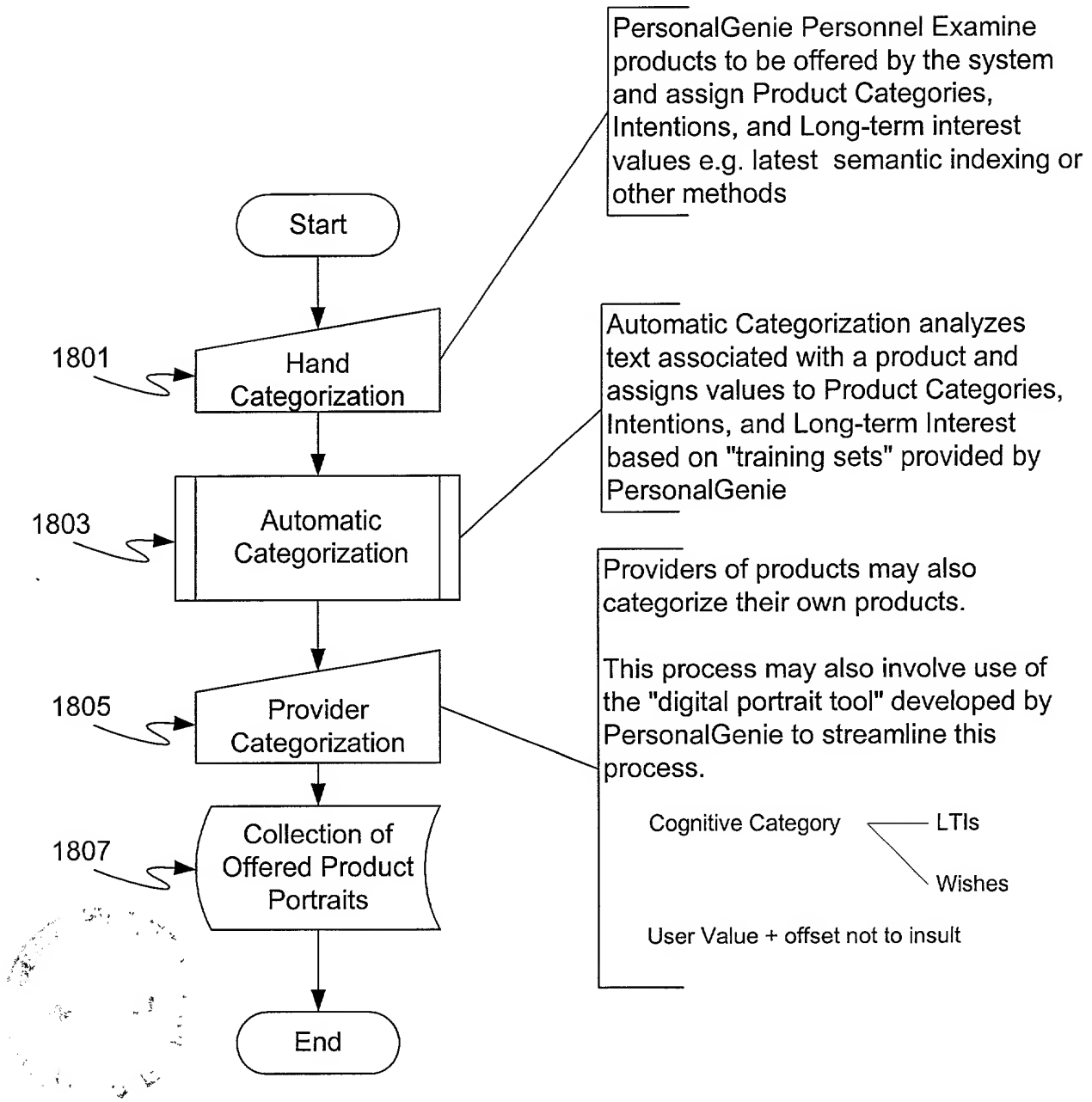

FIG. 18

PersonalGenie Creates Product Portraits of Offered Products

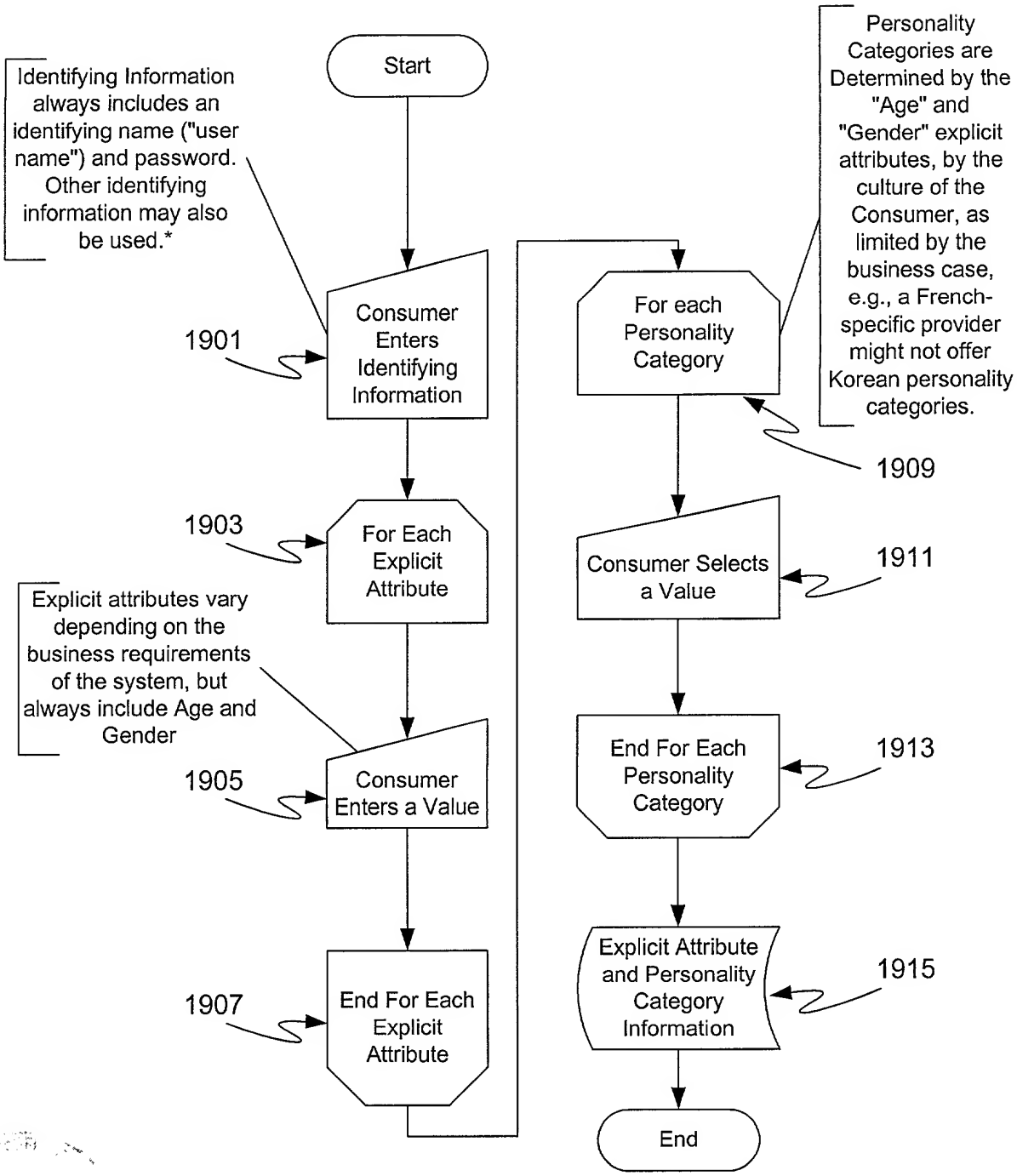

FIG. 19

Consumer Creates Portrait

APPLE 1006 - 0054

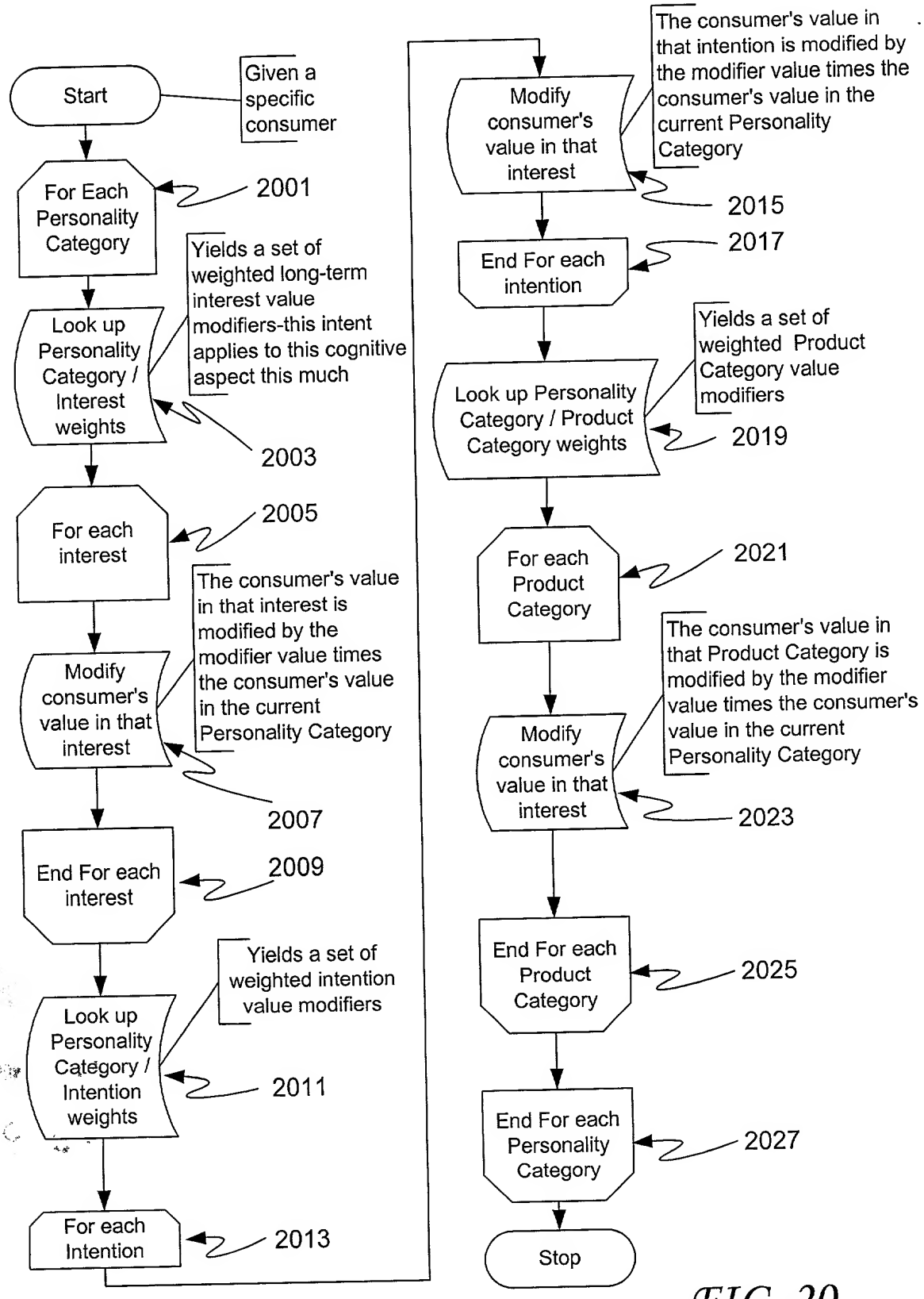

FIG. 20
Consumer Portrait Created

PGPB Doc. No. 20030126

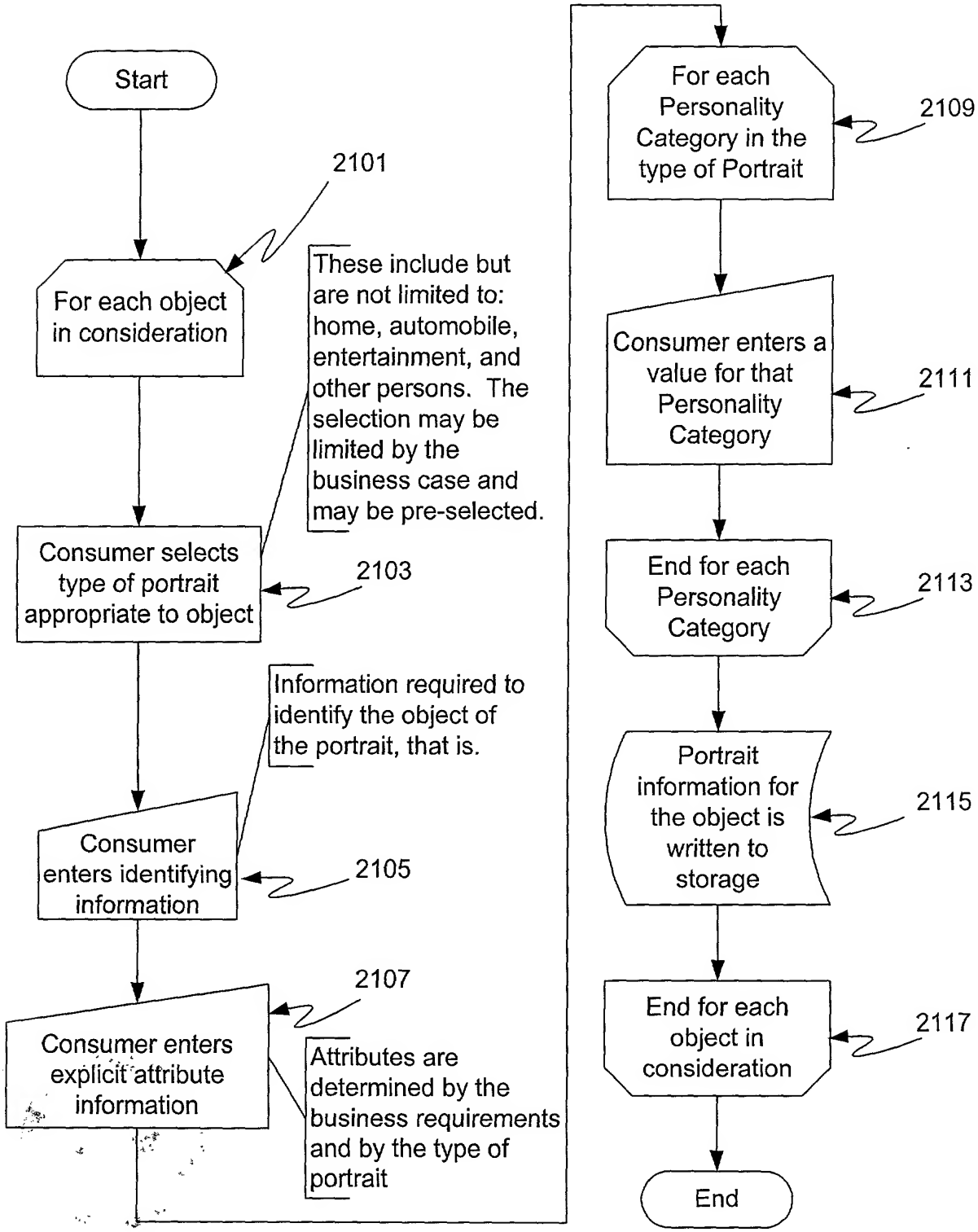

FIG. 21

Consumer Creates Other Digital Portraits

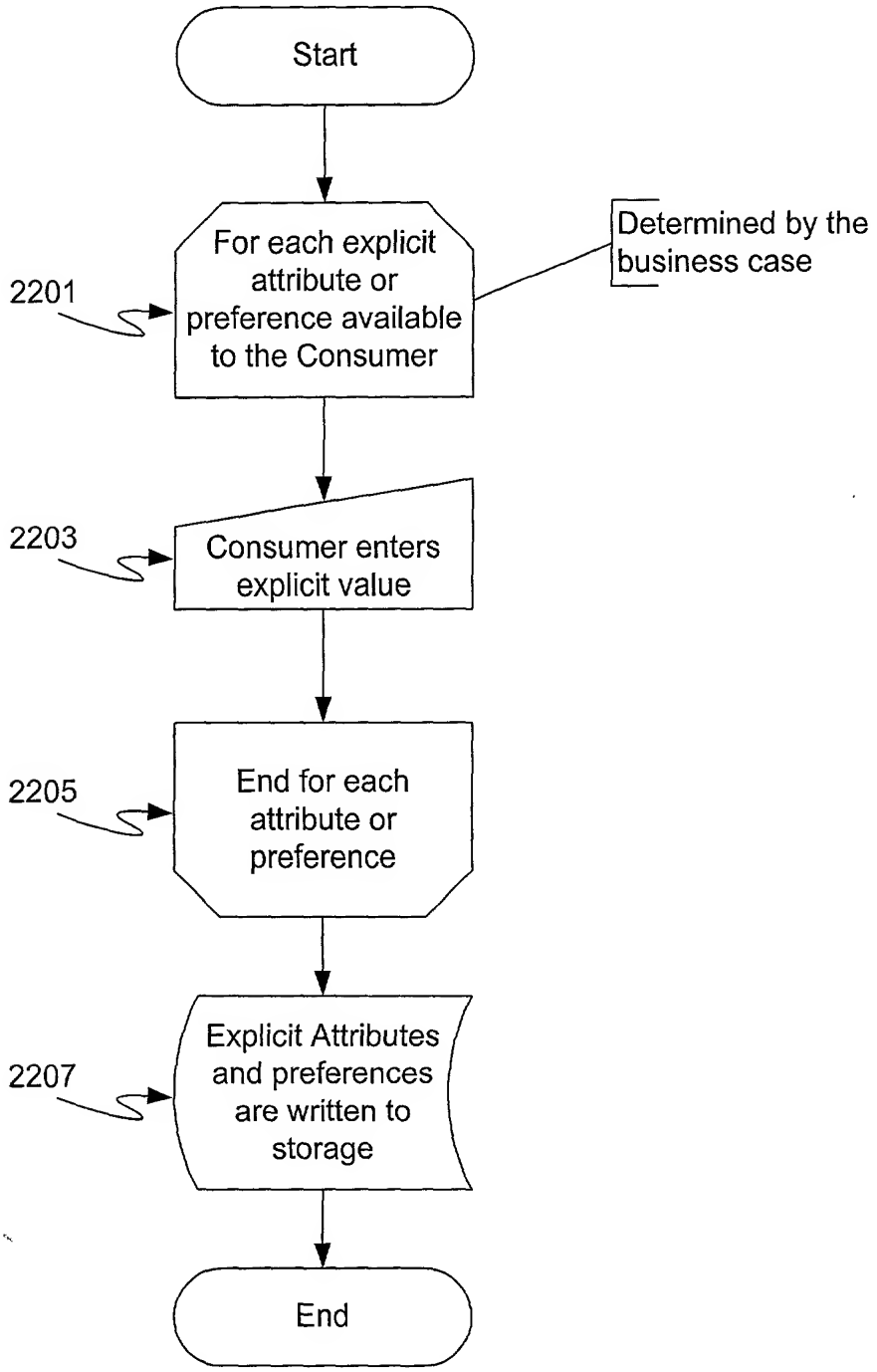

FIG. 22

Explicit Attributes and Preferences

Exhibit 1026, page 1026 of 1202

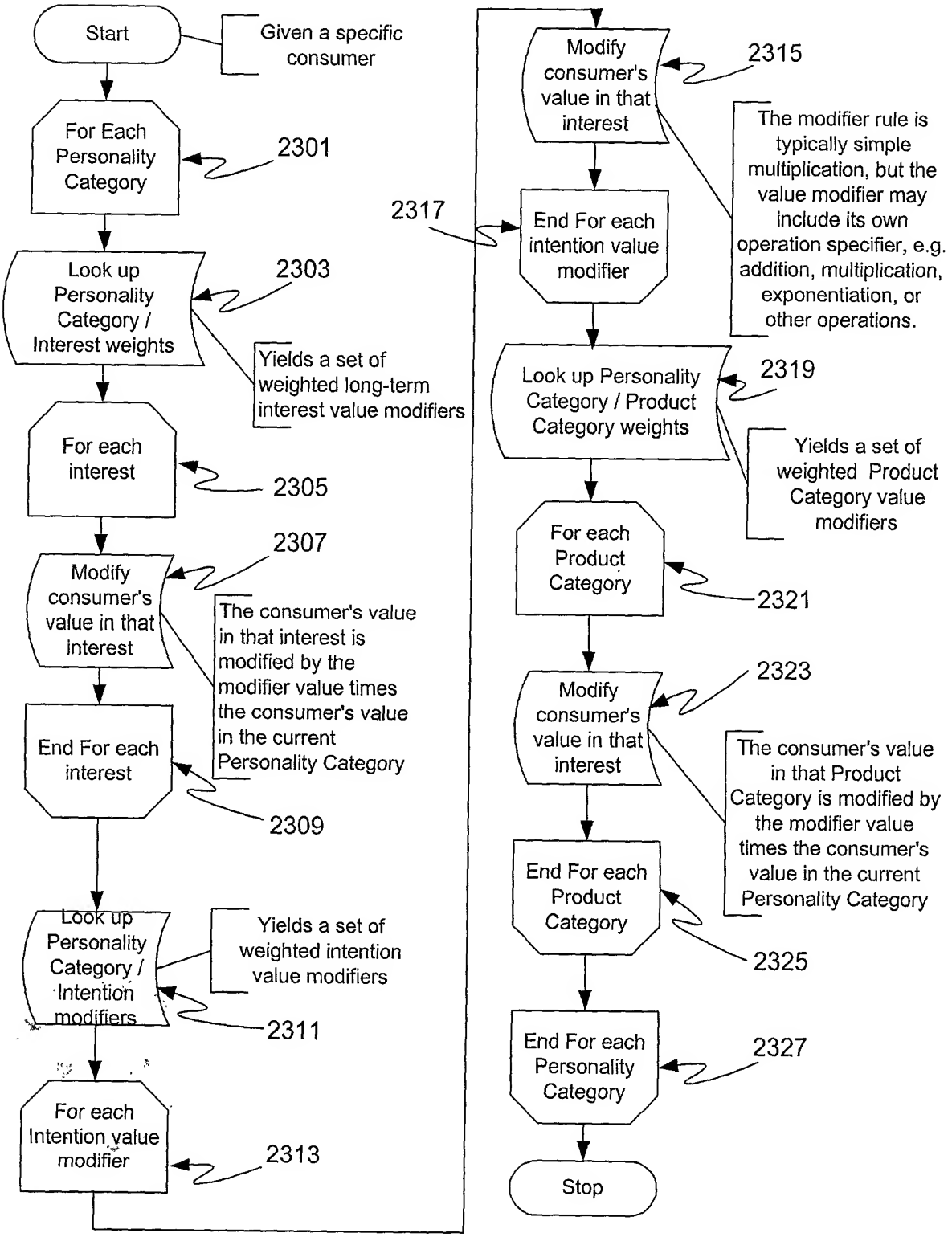

FIG. 23

Consumer Interest Map Modified or Created

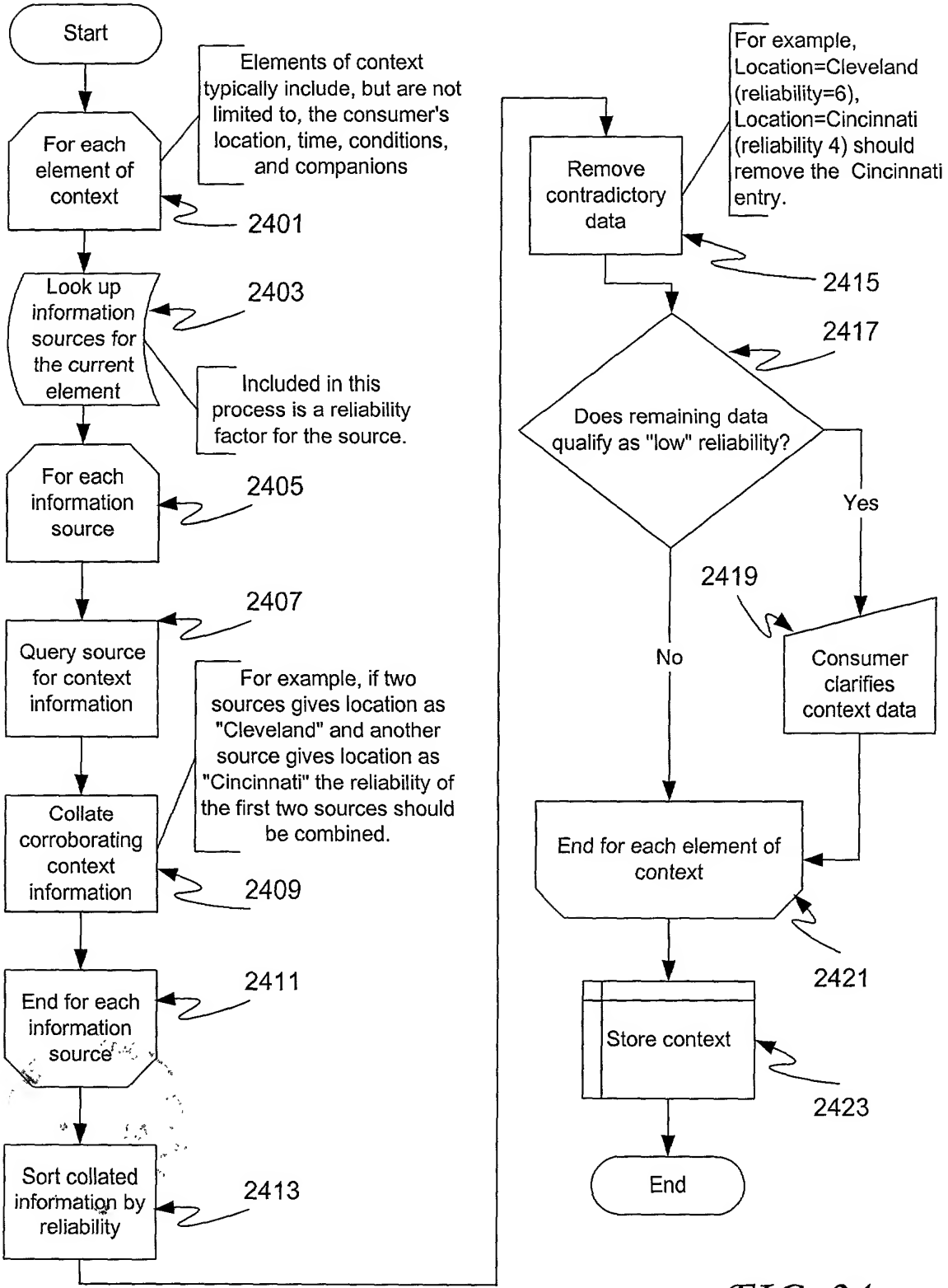

FIG. 24

Determination of Actual Context Used

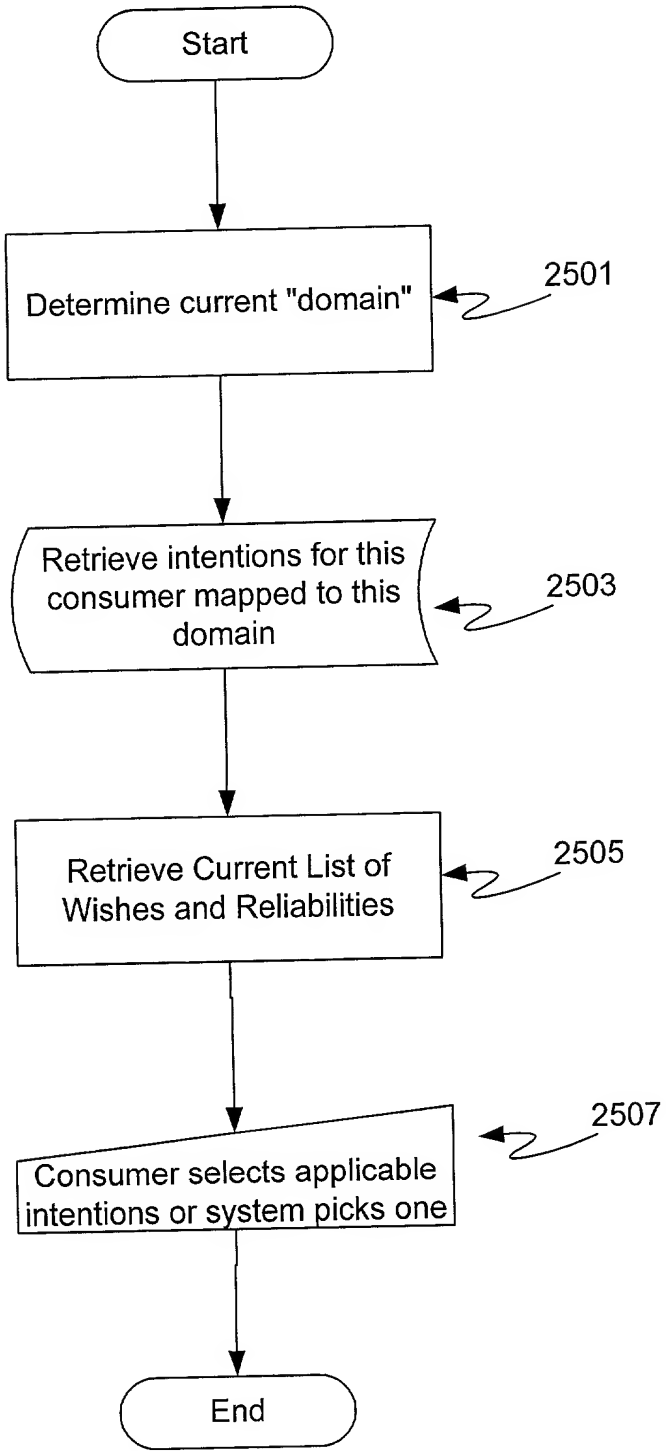

FIG. 25
Determination of Intentions

10066126 - 062102

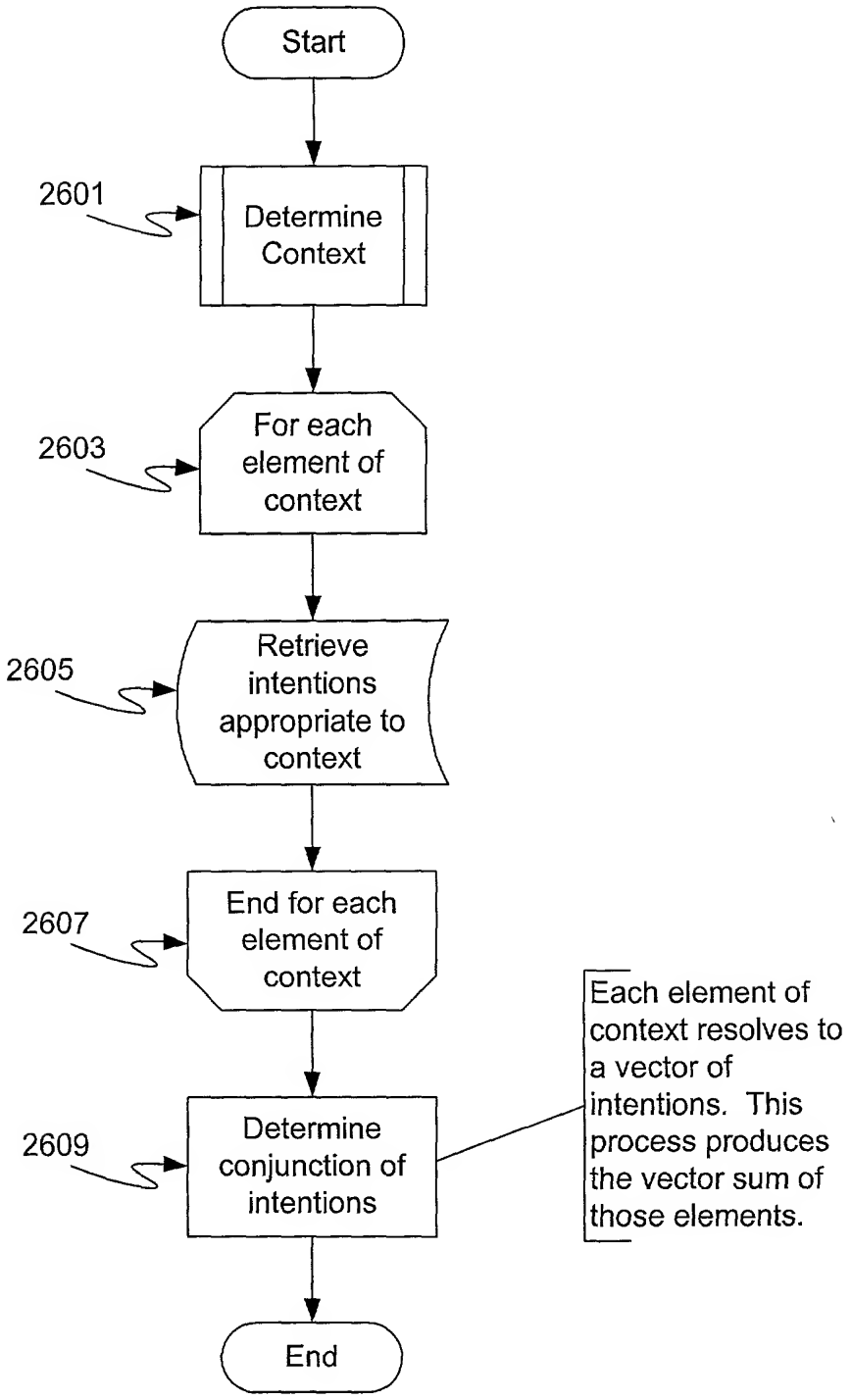

FIG. 26

Determine Intentions Implied By Context

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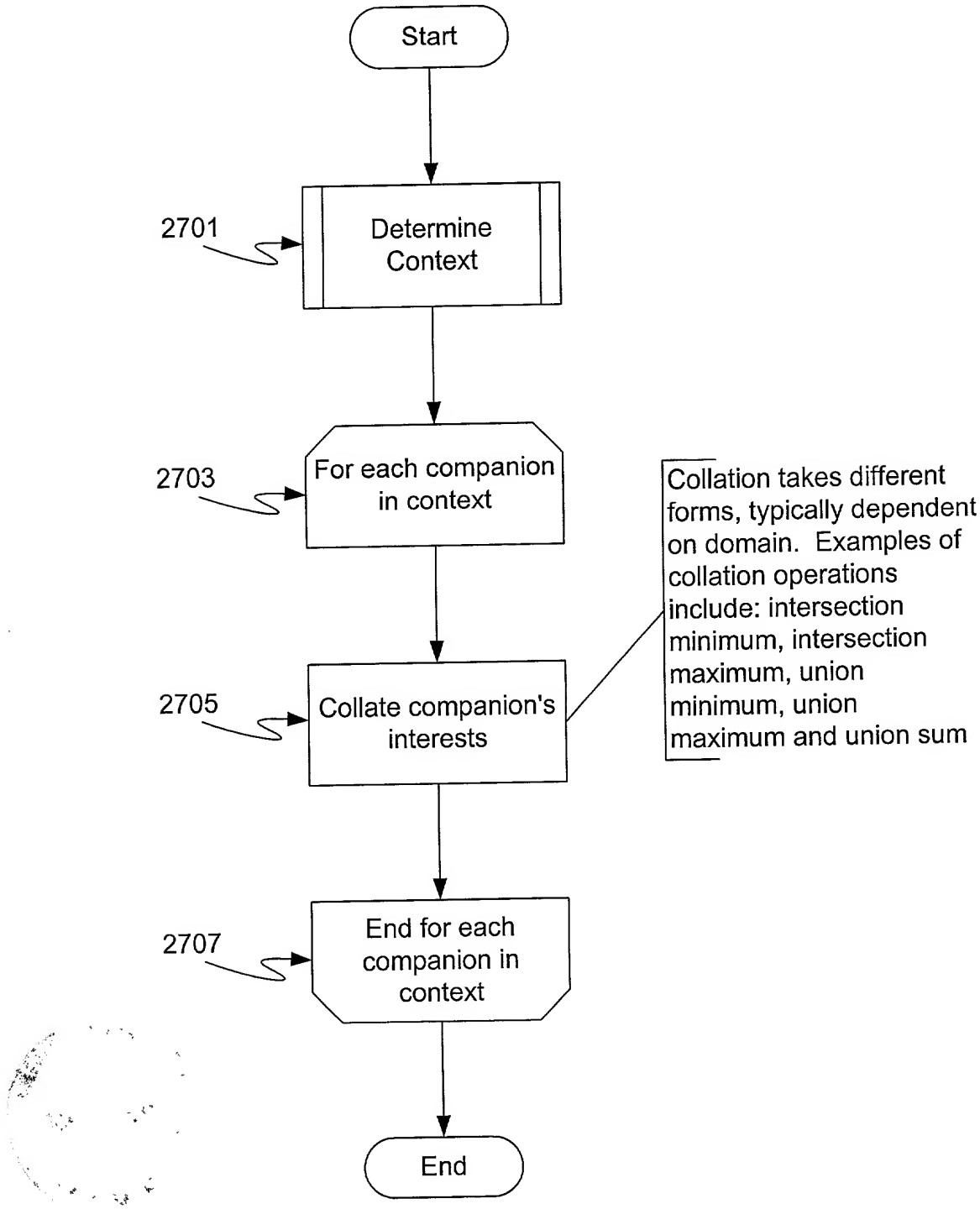

FIG. 27

Create Composite Interests

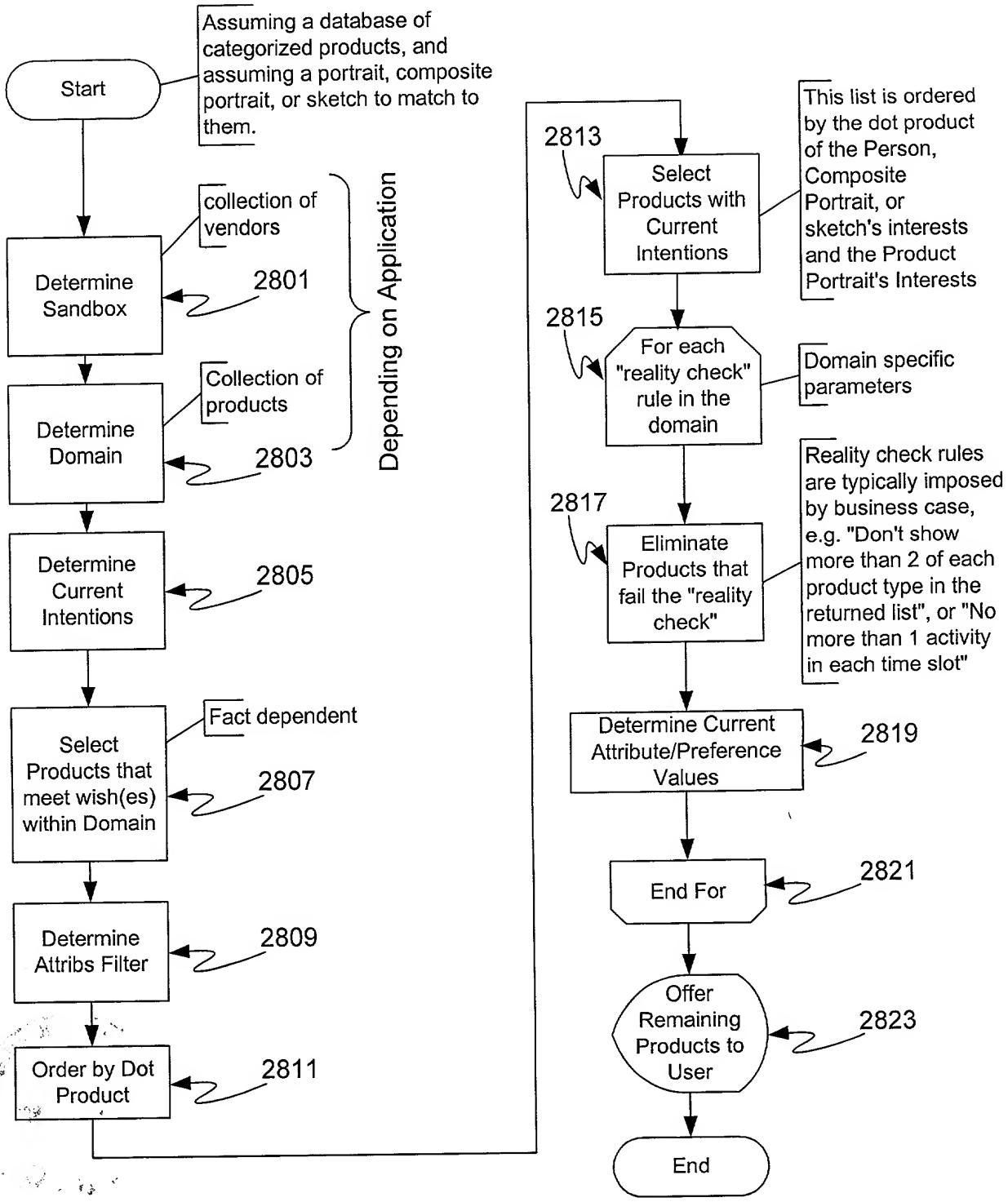

FIG. 28
Matching Process

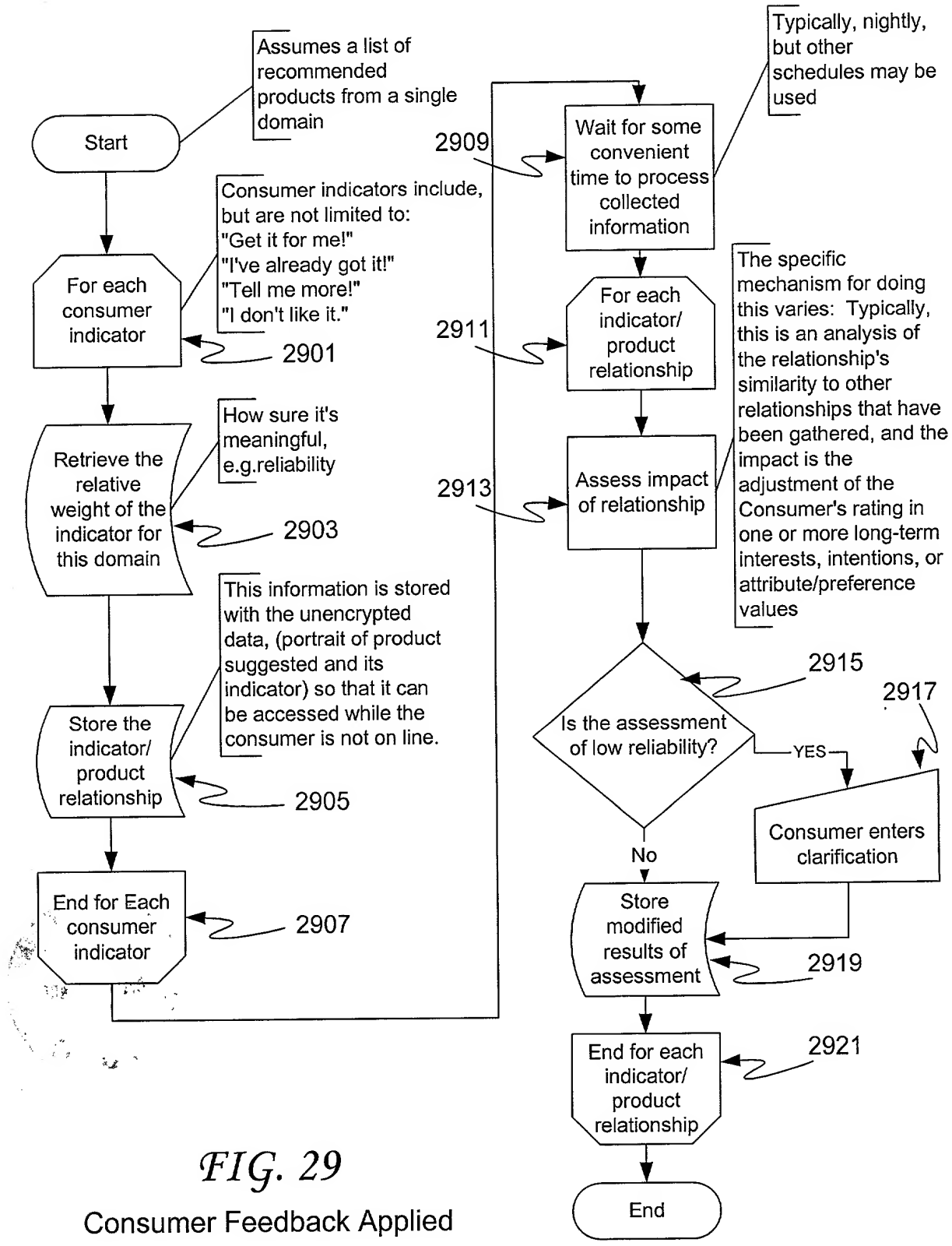

FIG. 29

Consumer Feedback Applied

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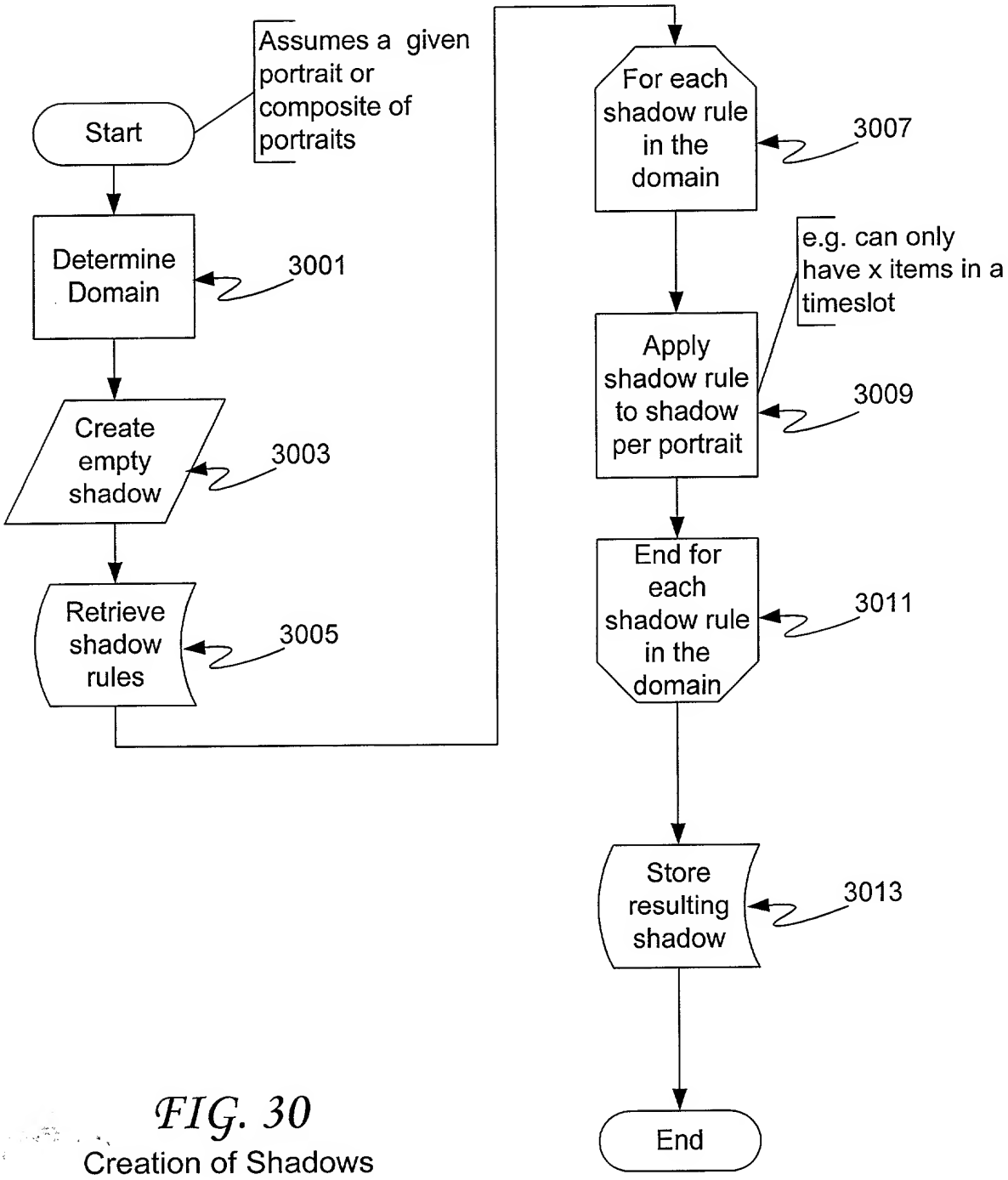

FIG. 30
Creation of Shadows

Docket No. 050126

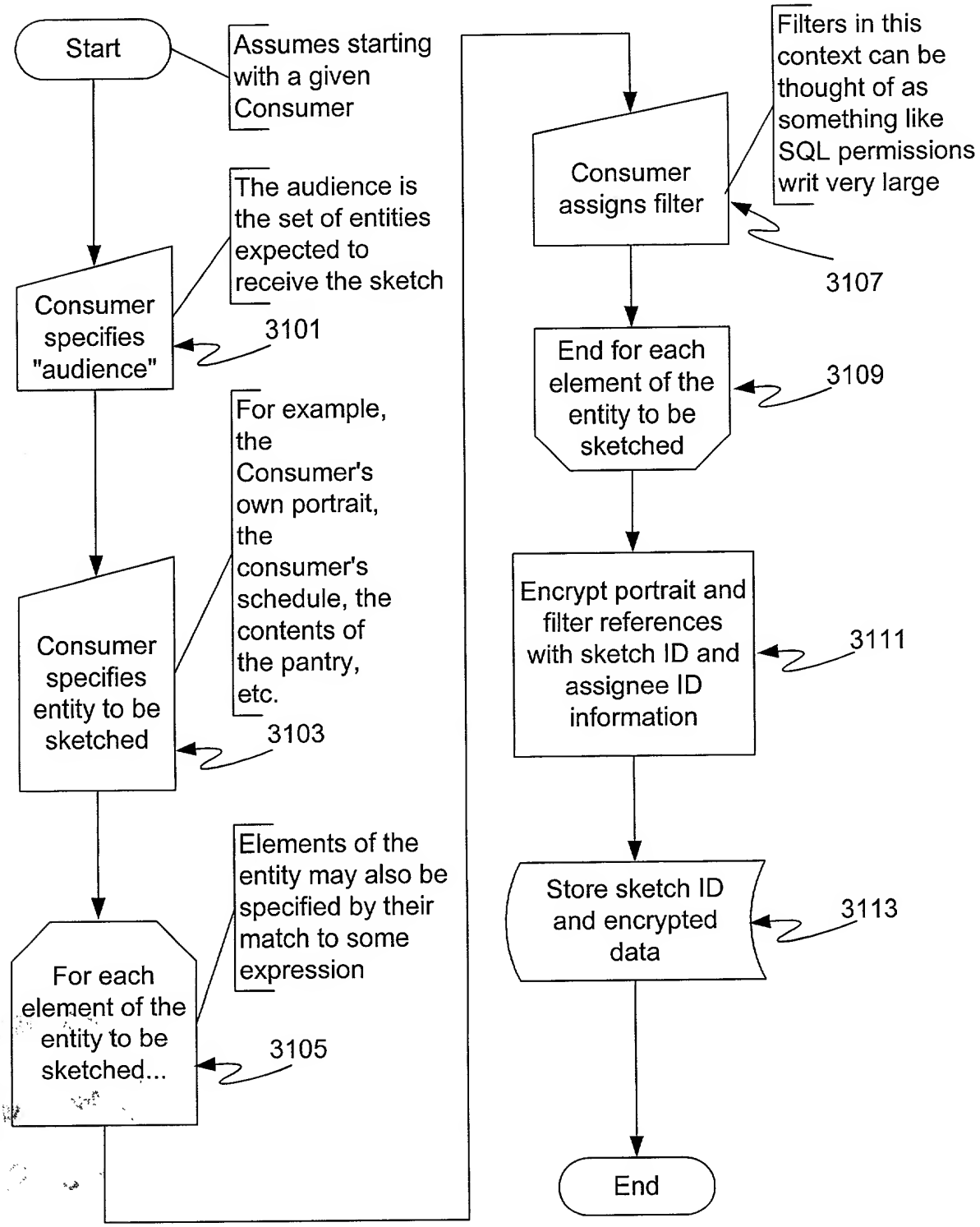

FIG. 31

Creation of Sketches